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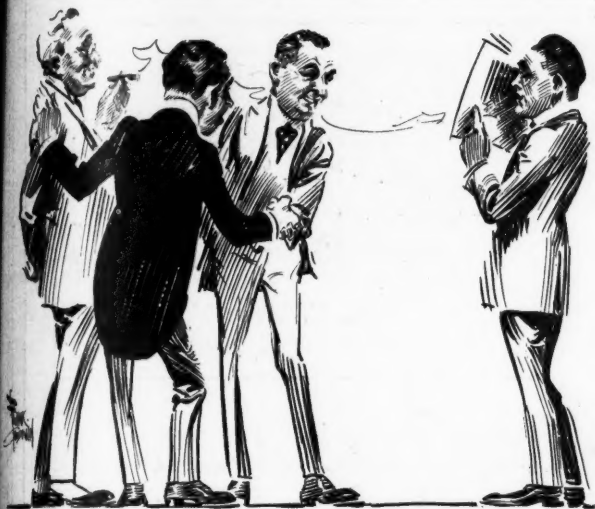
A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCIII

NEW YORK, OCTOBER 7, 1915

No. 1



Where Advertising Tastes Agree

Minnesota believes in advertising. In that she is by no means unique. But the fact that most of her advertisers believe in the same kind of advertising certainly gives her a peculiar claim to distinction.

We might almost say that Minnesota manufacturers have a standard recipe for advertising. Take one large illustration, write a few words of copy, beautifully engrave and print in colors on a cover page.

Whether it be flour, breakfast food or underwear, practically the same process is followed, with the result that while Minnesota advertising is beautiful and striking, it is nearly all alike.

Other advertisers believe that such advertising is for the billboards which must be quickly glimpsed. They take the opportunity in their magazine publicity to argue the merits of their products, but Minnesota advertisers seem to think that what is good for the boards is also good for the magazines.

There's no question about the artistic beauty of Minnesota advertising as a whole, but having attained a sort of commonplaceness of excellence, we do question whether each individual Minnesota advertiser gets his greatest possible share of the returns.

It would seem especially desirable that the advertising of man-

(The Ayer & Son advertisement is continued on page 65)

Why

I Gave My Account to FEDERAL



"We selected the Federal Agency because of the BRAINS they put into our advertising."

A. G. HYDE & SONS,
Makers of Hydegrade Fabrics.

"BRAINS" in advertising, from the Hyde point of view, means more than the mere selection of mediums, more than the preparation of selling plans, more than writing the copy and making the drawings

It means the combination of all these essentials, with each phase co-related and amalgamated to form a unified concerted whole. Federal service aims at and achieves completeness in advertising.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY
241 West Thirty-ninth Street, New York



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. XCIII

NEW YORK, OCTOBER 7, 1915

No. 1

How Borden's Malted Milk Uncovered a Larger Market

A Variety of the "Free Deal" Starts the Snowball Going

By Charles W. Hurd

ABOUT six and a half years ago one of the Borden's Malted Milk sales staff saw an electrical mixer operating at a soda fountain in New York City and a crowd standing around watching it with keen interest.

The sight gave him an idea and he dictated a letter that night to the mixing-machine manufacturer, located out in Wisconsin, asking him to look him up when next in town, but not to make a special trip for that purpose. The Borden man's idea was to get a line on the mixer possibilities, and then, if they looked good, take the manufacturer up to headquarters for a talk with the manager of the Malted Milk Department of the company, which is Borden's Condensed Milk Company, "the largest manufacturer of milk products in the world." Having written the letter, he dismissed the subject from his mind and next day took a train for the South.

The machine manufacturer received the letter in due time and at once scented business. Disregarding the request in the salesman's letter not to make a special trip for the purpose, he took the next special flying. When he reached New York and the Borden office he, of course, found the salesman away. Nobody there knew a thing about the mixer or the proposition, and it soon developed that nobody wanted to know anything about it, just at that time. The manufacturer retreated in high dudgeon. After-

wards, he tried to do business with a competing manufacturer of malted milk, but, here also, it appeared, without result.

There the matter rested for a month or two, until the return of the salesman first mentioned. His explanation put a new face on the matter. He was commissioned to investigate, see what there was in it for the company and make a recommendation.

At the time this series of casual and unexciting episodes took place, the business that Borden was doing with the average soda fountain—this is strictly a bulk goods, fountain campaign story—rarely exceeded 15 pounds a month. The average was nearer one pound. Four or five years later the company was taking *ton* orders from more than one fountain. And between the first and the last dates there is a record of factory facilities doubled every year and a free-deal campaign that ran up into more than a hundred thousand dollars.

COMPANY CONSIDERS CO-OPERATION

But to get back to early history. Before the Borden representative got around to deal with this electric-mixer manufacturer, the latter had turned his proposition over to a firm of sales agents. They were in New York, however, and conference with them was an easy matter. The Borden man told them the company had no idea of buying the machines, but he did think that he might persuade

some of the dealers to buy them to mix malted milk. They talked terms with that in view. Subsequently the Borden man reported to his company and the company endorsed his recommendation and prepared to try it out.

It becomes necessary at this point to take notice of the fact that there was strong competition in the malted-milk line, and that Borden was a comparatively late-comer to the field, having taken over the small Meadow Company some ten or eleven years previous. For all that, the company does not admit the claim of its chief competitor to be the originator of malted milk, and itself a mere imitator. It traces the discovery of malted milk back to Liebig, the famous German chemist. It was subsequently made in England by Mellin and more recently here.

However all this may have been, it nevertheless is certain that the competition in this country was strong and well entrenched. In its issue of August 26th, *PRINTERS' INK* told how this competition had worked along lines of home consumption and medical prescriptions. The fountain trade had also been followed up for a dozen years, but not, as we can say in the light of more recent developments, very strongly.

NO INDICATION OF BIG DEMAND

Before the introduction of mechanical mixers, malted milk was not an easy drink to prepare at the fountain, nor a very popular one. The ordinary fountain seldom sold more than two pounds of it all summer and never thought of carrying it in the winter. Even the hand shakers had little effect on the demand. Most fountains carried only one kind of malted milk and advertised it by the manufacturer's signs, prominently displayed. Naturally the older company had the larger distribution, package and bulk, in the drug stores, where most of the fountains were located.

This was the situation when the Borden company thought it would try the electrical mixer out. It did not, as stated, have any intention itself of buying the machines

or assuming any responsibility for them or making any profit directly or indirectly, either by underground or "grapevine" route out of them. But it was desirous of getting them into the hands of the druggists and confectioners of the country, because it was convinced that with this machine, which always attracted attention wherever it was used, more people could be made to sample the malted-milk drink and eventually be won over by its palatability and nourishing qualities to habitual use. And then there was the Borden advertising.

But the machines in those early days cost \$30 and \$35 apiece—they were sold later at \$17.50 and \$20, as described below—and the company did not have to consult any clairvoyant to be sure that that price would not start any retail stampede toward them, no matter how easy the terms were made. Something else would have to be done to make them sufficiently attractive. No need to diagram all the steps—it was done in this way. The Borden salesmen and brokers went to the druggists and confectioners and said, after describing the importance of the machine and its effect on sales:

"You buy the electrical mixers from the agents. They have made a special price to you on the strength of the demand we expect to create. They will cost you \$30 apiece, which you can pay on easy terms. Now, then, in order to get this demand started right and in order to make sure that our friends among the dealers will not lose any money, we are going to give you \$30 worth, or 100 pounds, of Borden's malted milk for the first mixer you buy. That gives you either the machine or the malted milk free, whichever way you want to look at it.

"We will do this on just one condition, that we can put and keep our advertisement, 'Borden's Malted Milk,' on each machine, just as you see it here. You understand that after you have used up the hundred pounds you will be in the market for more. That is where we shall make our profit."

A surprising number of dealers took up the proposition right off the handle. They figured that the machine was a great advertising asset and that in one way or another they could get rid of even a hundred pounds of malted milk, even when they had not been averaging two pounds a season. They could push it. And that, of course, was what the company wanted. It was not prepared for anything like a land-office business, but it was ready to welcome a nice, tidy little increase in demand that would do credit to its perspicacity.

It came. The first rush of orders probably surprised the mixing-machine sales agents more than it did the Borden company, but if so, they made prompt recovery and got two or three salesmen out on the field to add their efforts to what the Borden salesmen and brokers were doing. They could not have had a better proposition, being authorized, as they were by the Borden company, to promise a hundred pounds of malted milk with each sale of mixers to a new address, the Borden company making the delivery.

DEMAND WENT SOARING

Under this pressure, the demand went soaring. Calls for free goods sprang up from all parts of the country. So many of the calls came from the South that the company sent a man down to investigate what the fountain-owners were actually doing with the hundred pounds of malted milk they were getting with the purchase of each machine.

Because, this free-deal was getting to be a serious thing! A thousand mixing machines distributed in two or three months! And for each store a hundred pounds of Borden goods at \$30 per hundred!

The investigator reported a tremendous run on the fountains, predicted early orders and advised the company to make ready for a heavy demand by increasing factory facilities.

The factory, however, was having its own troubles just then and the company was not in a humor

to act on the advice, which it could not help thinking exaggerated. It was being deluged, but it was with free-deal orders. They could not, in fact, make the goods fast enough to give away.

Meanwhile the demand went on mounting. The 1,000 machines had become 3,000 the second year. And as before, with every machine sold by the mixer-machine agents, went 100 pounds of malted milk given by the Borden company. And besides these mixers on which free goods were given, there were of course many machines in use on which no free goods were allowed, but which nevertheless were using Borden's Milk. And each machine carried the Borden name-plate.

FREE-DEAL STARTED SOMETHING

No matter how odious the free-deal may be in your eyes, you will have to credit it for starting something here. It was largely the work of the machines and the goods. Back of it, of course, were the educational advertising and promotion that had been going on for some years. And the advertising on the machines, the advertising signs, window displays and Borden dispensing jar must not be overlooked, but most of them were more cultivators of good will than active producers of sales, and do not account for the immediate and tremendous popularity of the drink.

After the second year the electrical mixer company cut the price in half. Then the Borden company also reduced its offer of free goods from 100 to 50 pounds.

It was some time after this that the really dramatic and sensational development began that has revealed to the company more than anything else the immensity of the market just emerging from latency into active demand.

It began almost by accident. While the Borden company was not the oldest malted-milk company, it nevertheless had fought its way to the front in more than one locality, even where package goods were concerned. Its best business was in the large centers. and in the crowded sections. One

of the most crowded sections in the country is the East Side of New York, and the Borden company had a very good trade there.

One day, about two years ago, the Borden company's city sales began to show a sickly complexion. The trouble was traced to the East Side. It was found that the New York City Board of Health and Nathan Straus had opened milk stations all over the district where milk could be obtained at a cent a glass. Malted-milk package sales were falling off to nothing.

What was there to do? The company studied the situation, but saw no immediate relief. It was a peculiar situation, one which was entirely different from that in other parts of the city and country. The company had never tried to introduce malted milk as a fountain drink there. What was the use? There were hundreds, almost thousands, of little drug stores and ten-by-ten candy shops dotting the great teeming East Side almost as thickly as saloons, but there were very few five-cent drinks sold in any of them. One-, two- and three-cent soda-water drinks, flavored with cheap syrups, or sweetened colored water, were the rule.

The company rubbed its chin and wondered if it were worth while trying to push the malted milk for a fountain drink. It was not a very hopeful outlook, but something had to be done, and after all it was only a standard, common-sense thing to do to test the possible demand.

So a Borden sales representative went down on the East Side and persuaded a small candy store on Delancey Street to install for a week two electrical mixers he procured from the agents. He also contributed a supply of malted milk, plain milk, and chocolate syrup to go with them, and a woman demonstrator to dispense and explain. He also had the proprietor put up signs reading "Free Five-Cent Drink of Borden's Malted Milk with Every Purchase To-day." Then he sat back to await developments.

They were not long in coming.

The first customers tried the drink and liked it. It had milk in it and they knew milk was good and nourishing. It had chocolate in it and chocolate was good. And the special flavor of the malted milk pleased, while the idea of concentrated nourishment in it had a magnetic influence. And so they spread the news, and the neighbors flocked there to test it for themselves. The Jewish East Side is very strong indeed on nourishment.

Before the end of the week the proprietor began to think about owning the machines and the Borden company was ready with its proposition. It was a little uncertain about the cost of the machine, about \$17.50 now, and the possibility of selling a five-cent drink against one and two-cent soda and one-cent milk, but it made the same proposal that it had made to other sections.

The proprietor took up the proposition at once. The machines stayed there in his store and he did a business that went on rapidly increasing until other candy stores in the neighborhood woke up and got busy. Then, as soon as the orders began to pour in upon the mixing machine agents they followed their previous practice and put men into the territory to work it systematically.

RESULTS WERE PHENOMENAL

One day the manager of the department took an automobile trip down on the East Side with his leading salesman to see what was going on. He was surprised. For the first time in his life he saw storekeepers rushing out of their stores to place orders.

"Please, mister, right away you should send me down five cans 'Malted'—right away," they said. A can contained 25 pounds.

The salesman took orders for 42 of the 25-pound cans before they got back to the office, all in less than an hour. They got out of the car at only one place, a small drug store on the East Side, with a large trade. It ordered 200 pounds.

This store had nine electrical

WHO'S WHO WITH
NICHOLS-FINN—VIII



C. LEON BARRITT

Mr. Barritt's consistent, steady rise to a position of authority in the Advertising-Merchandising world is due in large part to his passion for FACTS. Because he insists on accurate, reliable knowledge as the basis for every step in selling, the campaigns in which Mr. Barritt is interested are fundamentally right and logically successful.

I BELIEVE in Analysis—not as an agency talking point, but as a basic working method in the promotion and sale of goods. You cannot take even the first correct step till you know what lies behind a proposition—until you understand its scope, its markets, its competition.

Advertising and merchandising plans formulated with real understanding, on definite information, are never a speculation, but a sound, constructive investment.

C. Leon Barritt
Secretary.

Our booklet "Advertising with the Gloss Off" calls a spade by its right name. It's full of interest—practical help. Mailed on request.

**NICHOLS-FINN
ADVERTISING CO.**

222 SOUTH STATE STREET, CHICAGO
200 FIFTH AVENUE, NEW YORK

Charter Member Audit Bureau of Circulations

Intelligent, Sustained Effort Insures Success



mixers going at once, close together. One man tended them all during the daytime, and another clerk at night. They sold from 500 to 1,800 glasses a day, according to the weather, which yielded a gross profit of sometimes as high as \$40 per day. This one store, like hundreds of other single stores, used more malted milk than all of the city hospitals put together.

The astonishing part of the campaign is that it virtually changed the fountain habits in this densely populated district. In the end, the Board of Health and Straus milk stations and health crusades played into the hands of the malted milk dispensers. The result has been excellent. The cheap and often deleterious one-cent, two-cent and three-cent drinks have been almost driven out. Their place has been taken by a drink made up of milk, malted milk, chocolate and sugar, all good and nutritious. One large manufacturer of flavors for the East Side says that where three or four years ago only fifteen out of every hundred bottles were chocolate flavor, now, on account of its demand for malted milk, 85 per cent of his orders are for chocolate.

Ten thousand mixing machines did it.

TEN THOUSAND MACHINES THERE

Many blocks on the East Side have twelve to sixteen, and some even one hundred of these mixers. The number of hole-in-the-wall and sidewalk stores, of which there was always a prodigious number, has increased 50 per cent since the mixers have come out. And remarkably enough, they have not all done it at each other's expense. Many are making successes they would never have dreamed of making. Reports made to the company show that many of these store and stand keepers who can hardly speak English claim to have been clearing more than \$2,000, and some even \$4,000 or \$5,000 a year from the sale of malted milk drinks. Frankly, it sounds incredible. At all events, the profits have been astounding,

in view of the extraordinary rapidity with which the movement has spread. But these halcyon days are passing as competition grows.

It is also said that many of the storekeepers have recently been indulging in incautious rivalry and getting more machines than they need and can afford. But this was not the case in the beginning. The pioneers took the profits.

Two years ago, for example, two Jewish boys from Brooklyn, almost without capital, went up into the Bronx and opened a small candy store and put in two malted milk mixers. This year they opened their second store. Now both stores are surrounded by other stores, all doing a good business. The rule is, three or four machines to a store.

A confectioner uptown on the East Side complained that the little shops were taking away all his soda trade.

"Then why don't you get on the job yourself," said the Borden representative, "and get your share of the business?"

"Well," said the confectioner, "I don't often take outside advice, but I've been looking this thing over, and I think I will."

He ripped out his show window, bought eight mixers to put in there, and dispensed 600 pounds of malted milk within six weeks.

The demand in certain other sections of the city where the crowds gather is almost as great. A Kingsbridge druggist who used to use less than two pounds a season now uses 200 pounds.

This is exceptional even in New York. A fair estimate is that there has been an increase of more than 1000 per cent the country over since the electrical mixers came in, and in the opinion of good judges, the demand has only really begun. Other large interests are reported as being about to enter the line, Armour among them. The trade has been practically a summer one, but there is no question that sooner or later it will be extended to cover the winter also.

In consequence of this great and growing demand, the Borden malt-

The real shop window

of the small town woman
is the advertising
columns of her favorite
magazine.

Wouldn't you like to
have your goods in a
shop window which three-
quarters of a million
women see every month?

Such a show window is

NEEDLECRAFT

**1 MADISON AVENUE
NEW YORK CITY**

**WILL C. IZOR, Advertising Manager
ROBERT B. JOHNSTON, Western Manager**

Member Audit Bureau of Circulations

ed milk factories have been doubled every year since the first year and yet were able to overtake demand only last year.

There are now more than 60,000 electrical mixers in this country of this one make alone, and most of them have the Borden name-plate on them.

Naturally, now that the pioneer work of popularization has been done by the company, the usual difficulties of a bulk business are developing. A number of cheap substitutes have appeared in the market, thus far in the city only, made of malted milk, adulterated with corn meal and other substances. The company ignored this kind of competition for a while, then issued warnings, but has now taken to securing the arrest of dealers who advertise Borden's and sell another. They are also insisting that all dealers who serve substitutes shall remove the Borden sign from the mixing machine. And it is conducting an educational campaign as to the value of pure malted milk by means of leaflets in English and Yiddish.

None of these efforts to suppress substitution and adulteration are wholly satisfactory, and the malted milk interests of the country are now trying to get national and State standards of purity adopted for malted milk. This alone would put a certain stop to adulteration and substitution.

Changes in the McCall Company

A. H. Richardson has been elected president of the McCall Company and the McCall Corporation, succeeding Edward A. Simmons. Mr. Richardson was for a number of years with the Simmons Hardware Company and for the last four years has been treasurer of Porto Rico.

Mr. Simmons will devote all of his time to the other publishing interests with which he is identified.

McClure Publication to Exploit Westfield Products

The "Westfield Grocer" will be issued each month beginning with October by the McClure Publications, Inc., New York, to exploit Westfield products. The paper will be sent without charge to members of the Westfield Grocers' League and other grocers.

A Local Vigilance Committee Advertises

The three Kansas City daily newspapers have promised free display space two or three times a week for material furnished by the vigilance committee of the Kansas City Advertising Club, the purpose of which is to smooth the way between advertiser and customer. The vigilance committee offers to investigate complaints alleging dishonest advertising and has investigated more than thirty such complaints in the past two weeks.

The display space is being used chiefly to indicate that advertisers generally wish to earn or to regain the confidence of customers, and that occasional dishonest advertising is to be eliminated, so that the people may expect satisfaction from every advertiser, and compliance with the offers made in his advertisements.

Copy in the Vigilance Committee's space recently was as follows:

MOST OF THE TROUBLE IN THE WORLD ARISES FROM MIS-UNDERSTANDINGS

This is true about Advertising as of all things else. The hardest problem that confronts the Advertiser is mistrust of his published statements on the part of some readers.

It can truthfully be stated that almost every Advertiser in Kansas City is honest. His statements about goods and prices are literally true. He tries in every manner to make good any published statement. Yet some readers are skeptical of all Advertisers because a few may not be conscientious.

Should you have any complaint against any Advertiser—no matter where or how you saw his Advertisement—report should be made to the Vigilance Committee of the Kansas City Advertising Club, who will investigate your complaint, impartially, and report the result to you.

VIGILANCE COMMITTEE,
Box 602, KANSAS CITY, Mo.

Ad Men Identify Slogans

Two hundred members of the Los Angeles Advertising Club recently indulged in a novel contest to find out how well they knew the slogans used in advertising business firms of their home city. Twenty-nine of these slogans were read aloud to the members, with the names of the firm, of course, omitted, and the ad men wrote down numbered guesses at the identity of the users. The winner of the contest guessed 27 out of the 29 correctly. A very large number of the members present guessed more than 20.

Coast Baking Company in Posters

The Bishop Company, of Los Angeles, is using posted display in Pacific Coast cities to advertise its line of bakery products. Several varieties of crackers and cookies are being exploited in 16-sheet space, and the package is shown in colors.



SINCE OCTOBER 1,
 1914, the following advertis-
 ers have placed their accounts
 with the **CHELTENHAM**
Advertising Agency:

L. Adler, Brothers & Company

T. R. Emerson Shoe Company

Lincoln Trust Company

Lord & Taylor

Gerhard Mennen Chemical Co.

Olds Motor Works

Packard Motor Car Company

A. J. Picard & Company

Pyrene Manufacturing Company

Triangle Film Corporation

Wadsworth Chocolate Company

INGALLS KIMBALL

President

11 EAST 36TH STREET
 NEW YORK

Lorillard's Six Million Lines of Space

Cigarette Manufacturer Is Now Advertising Eight Brands in Newspapers and Magazines—"Tiger," a New Brand, Now Being Tried Out in Toledo and May Be Extended Elsewhere

IT is interesting to note that during the last ten years there has been an increase in cigarette production close to 500 per cent. During the same period the growth of cigar manufacturers' output has been neither rapid nor steady in comparison.



The "Utterly Different" cigarette

We KNOW it is "UTTERLY DIFFERENT" and wonderfully superior.

YOU will know it as soon as you pass your dime over the counter for the package of 20.

"UTTERLY DIFFERENT," not merely in one or two points, but in every way that counts. That's why smokers have given "TIGER" such a royal welcome.

That's why it is rapidly becoming more popular than any 20-for-10 cents cigarette ever made—because it is "UTTERLY DIFFERENT."

"Money Refunded if not Delighted."

No coupons—no premiums—no gifts
All the expense goes to making them
"Utterly Different"



NEWSPAPER COPY FOR NEW BRAND

Obviously, advertising has had an important part in the increased cigarette production. During the past year there have been numerous campaigns on cigarettes. Just the other day the P. Lorillard

Company launched a new cigarette newspaper campaign in Toledo. This latest brand is called Tiger, and the slogan, "Utterly Different," is being used in the advertising.

This one company is now using newspaper and magazine space on eight brands of cigarettes. The list includes Murads, Moguls, Turkish Trophies, Egyptienne Luxuries, Helmars, Egyptienne Deities, Tigers, and the London Life brand. The company now has more than 3,000,000 lines under contract in the newspapers.

Fifty-two newspapers are carrying copy on Luxuries and Murads. The Trophies advertising is in 485 papers, and the Helmar copy in a list of 377. Moguls, Murads, and Deities are in 72 magazines, and London Life copy is appearing in two.

The campaign on Luxuries is running on the Pacific Coast, where 10,000-line contracts have been given to the papers. The Tiger campaign, which is being tried out in the Toledo newspapers, will be extended to other cities later if results are satisfactory.

Altogether more than 6,000,000 lines have been used in the newspapers this season by the P. Lorillard Company. Bigger plans than ever are now being whipped in shape for the next campaign of the company, which will be particularly striking in the magazines.

Lee Olwell Leaves Chalmers

Lee Olwell, of the Chalmers Motor Company, has resigned, to take effect November 1.

Mr. Olwell went to Detroit in March, 1914, from Dayton, Ohio, where for three years he had been advertising director of the National Cash Register Company. While not announcing his future plans, it is understood that he leaves Detroit to enter business in New York City.

New Manager for Albert Frank & Co. in Philadelphia

On October 1 Warner H. Jenkins succeeded George F. Goldsmith, formerly advertising manager of the *Public Ledger*, as manager of the Philadelphia office of Albert Frank & Co.

The Third Largest Market for Men's Furnishings in the United States

The average man in Philadelphia spends at least \$6.00 a year for shirts, collars and neckwear. This does not include underwear, hosiery, gloves and other things which makes the average yearly expenditure for men's furnishings much higher.

Male readers of The Philadelphia Bulletin, numbering 526,879, purchase on an average of at least four shirts, six collars and three neckties each year.*

This means a total of more than 2,000,000 shirts, or an expenditure of over Two Million Dollars on the basis of the average price being \$1.00 — more than 3,000,000 collars, or an expenditure of nearly Four Hundred Thousand Dollars at an average price of 12½ cents — more than 1,500,000 neckties, or an expenditure of more than Five Hundred Thousand Dollars figuring 35 cents at the average price.

Here are half a million buyers spending on an average of \$7000 a day for shirts---\$1300 a day for collars and \$1800 a day for neckties. Think of the results in increased sales to be obtained by telling these 526,879 male members of Bulletin homes about the merits of your make of shirts, collars or neckwear.

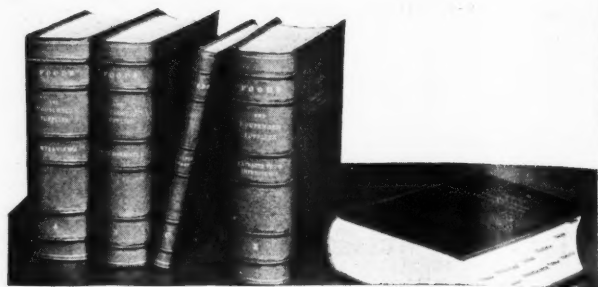
You are invited to make immediate use of the business building service which The Philadelphia Bulletin renders by giving intelligent advice on how to get distribution, create a demand and increase sales in Philadelphia.

THE PHILADELPHIA BULLETIN

*351,252 people buy The Bulletin each evening and the members of their families (about half of whom are males) make the total readers 1,053,756. This allows only 3 persons to each family, whereas U. S. Government Census Statistics give 4.7 persons to each family in the United States.

Philadelphia, September 18th, 1915.

All rights reserved



Foods and Household Supplies

After two years' investigation, the Commercial Research Division of The Curtis Publishing Company has completed its report on foods and household supplies.

The results of the investigation are incorporated in a report which includes more than 4500 type-written sheets, and more than 100 original maps and charts.

The compilation of the report has involved 50,000 miles of travel, and visits to 151 cities. Interviews were held with 386 manufacturers, 239 wholesalers, 37 brokers and commission men, and 266 retailers, including 52 chain

stores controlling approximately 4000 retail outlets.

About \$4,500,000,000 is spent for foods each year by the people of the United States. This volume exceeds that of any other group of products.

To many manufacturers the vast and complicated distributive machine which handles this volume is of considerable importance.

The purpose of this report is to assist such manufacturers, and the advertising agents who serve them.

Copies of the five volumes which will contain this report will be placed in each of the branch offices of this company, and manufacturers and advertising agents will be invited to make use of these volumes under such restrictions as are made necessary by the semi-confidential nature of the information.

Complete copies of the report are not yet available in all offices. We shall, however, be glad to give by mail any information that we can, and in cases of particular importance to make special arrangements for the use of such volumes as are available.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



Sifting

IF "THE AD-VISOR" column in The New York Tribune conducted by Samuel Hopkins Adams did nothing but tear down reputations it would doubtless be useful, but not in the least constructive.

But when you remember that all material for this department is sifted down to a fine ash by the Bureau of Investigations before it is dealt with by Mr. Adams, you realize that any reputations torn down fully deserve what they get.

That's a satisfaction to the honest advertiser who knows he needn't fear any ungrounded attack. It's a satisfaction to the reader, who knows that "Ad-Visor" advice is reliable. It's even a grim satisfaction to the deceiving advertiser—for the meanest crook has a right to a fair trial.

The New York Tribune

First to Last—The Truth:

News—Editorials—Advertisements

A Sales Contest That Was Staged as a War Game

The Multigraph Sales Organization, Formed Into an "Army," Captures the "State of Depression"

By Tim Thrift

Advertising Manager, The American Multigraph Sales Company

[EDITORIAL NOTE:—The contest, outlined below, was in the nature of a "family affair," conducted among the company's salesmen and there was no criticism from anyone who might have considered the scheme to be based on a light or flippant use of the great war calamity. On the imaginary or "play" side there was nothing to the contest except clean, good fun, which was not too suggestive of actual nations at war with one another.]

QUITE properly, and according to international precedent, the trouble started with a diplomatic message, now called "The Scarlet Letter."

This extract will serve to give

dent of the Multigraph Republic, by the power delegated me by the Board of Directors, upon the recommendations of my Cabinet Officers, and with the fullest co-operation of every Multigraph man assured, I do declare that from this date it shall be known that a state of active war exists between us and the State of Depression."

In this manner the company put into operation last June a three-months' sales campaign which has many original and interesting features.

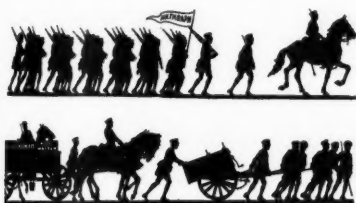
The announcement was made through a special "War Extra" of our house-organ, "The Ginger Jar." In the same issue the general sales manager, as Chief-of-Staff, outlined a "Plan of Action," and the treasurer, as Chief of the Fiscal Department, the foreign sales manager, as Chief of Foreign Legion, and the advertising manager, as Chief of Ordnance Department, rendered reports showing the preparations they had made.

Bronze, silver and gold crosses were offered for "Signal Sales Service." The plan of distribution was as follows:

"Ten crosses will be given each month to the ten leading managers and ten to the ten leading salesmen.

"The basis of distribution is as follows: Each Division Office will be advised by letter the amount of its special quota for June. There will be other special quotas for July and August. These figures are based upon last year's business, recent business and present commercial conditions. No manager will know the quota of another manager.

"The Multigraph Cross will be



THE MILITARY FLAVOR PREDOMINATED IN THE HOUSE-ORGAN

the gist of what was behind the declaration of hostilities:

"Despite the extensive and costly measures taken by us, officially and as individuals, to inculcate an appreciation of the danger of their policy in the minds of the peoples of the State of Depression, they have deviated only slightly from their original course.

"Much as we regret the need for such action; great as is our sympathy for the peoples who have temporarily disturbed our progress; sensitive as are our feelings as we witness their obstinacy—we are prompted by only the highest of motives as we plan to fight for their future and ours.

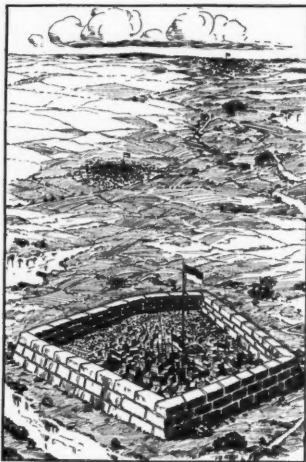
"Upon these premises, as Presi-

made in gold, silver and bronze. If a manager or salesman wins a prize one month of the three he will receive the Bronze Cross. If his name appears among the winners for any two months, he will receive the Silver Cross. If he is a winner each of the three months, he will receive the Gold Cross.

"The Multigraph Cross will indicate our Legion of Honor. It will reflect your accomplishments during the three summer months of this year."

The "Order of Iron Men" was thus announced:

"At the beginning of this con-



"THE CITY OF PESSIMISTO" IN "THE STATE OF DEPRESSION"

flict all division managers automatically become generals of their respective divisions.

"All salesmen, whether operating from the division offices or from some other point, become privates.

"To win a commission and advance in rank it is necessary to have a certain number of iron men (diagram: slang for dollars) to your credit. When in command of a number of iron men, you will receive your commission and rank according to the following scale:"

Then followed the various army ranks, beginning with corporal and ending with major-general, with the respective business required to secure the title, opposite each position.

Some of the further conditions are also interesting and ingenious:

"At the beginning of each month all salesmen will be again reduced to privates and the struggle for advancement must start anew. This should permit each salesman to get a high rank during one month at least.

"Any salesman who fails to get a minimum of \$500 in business during a month will be considered wounded, crippled, sick, exhausted, etc., and will be sent to the Base Hospital for repairs. He will remain there until he shows evidence of recuperation by getting more than this minimum during a following month.

"Each week we will publish a list of those who are awarded special rank and those who are wounded."

BIRD'S-EYE VIEW OF THE ENEMY'S COUNTRY

The issue also carried a bird's-eye view of the State of Depression. This was described as follows:

"The State of Depression is a body of land bounded on the South by the River of Doubt. To the North lies the well-known Slough of Despond. On the East is the great Advertising Graveyard, of which you may have heard some Pessimisto advertisers speak. On the West is the Black Sea.

"The City of Pessimisto, the scene of our June battle, is the first city in the State of Depression as one approaches from the sunny Southern countries, where the Multigraphs, together with many other happy and prosperous peoples, abide.

"It is the smallest of the three cities: Gloomville, which will be attacked in July, and Bluefunkton, which will be assaulted in August, are both larger and more strongly fortified."

Inset with this description—which was at some length and in a semi-humorous vein—were the

flags of our own forces and those of the State of Depression.

A recruiting blank was enclosed and the men were urged to sign and return this under the inspiration of "Your Boss and Your Company Need You."

The contest was enthusiastically received. While all the men deplored the great European calamity, there was nothing in this contest that bore directly upon the issues involved. It simply utilized the war atmosphere as a sales incentive. The men were keen to go against the state of depression that existed—optimists to the contrary notwithstanding—and this novel campaign against the enemy appealed to them.

The company, in turn, appreciating that its most successful sales contests had been based upon the idea of "games" and "play," and an appeal to the "boy in the man," saw big possibilities in the situation they had created.

That the organization had entered thoroughly into the spirit of the thing was evidenced by the division managers' reports, which immediately took on a military note. The managers assumed their rôle as generals and the salesmen laid plans to advance from mere privates.

The next issue of the house-organ carried a near-by view of the city of Pessimisto. There was an interesting feature in connection with this. The illustration was of a city with a high stone wall around it. This wall was made up of one hundred blocks. Each block represented a certain amount of business. The entire wall represented the quota of business the home office had set for the month of June.

ENCOURAGING THE WARRIORS

It was announced that each week an illustration of the city would be shown, with the blocks demolished from the wall according to the business billed the preceding week. Therefore, if the month's full quota was obtained by the first of July the entire wall would be down.

The same scheme of showing the progress made each week was

adopted for the other cities. Thus at all times the field could tell just how much they had accomplished and how much was yet to be done.

Each week the list of rank-winners (corporal, captain, colonel, etc.) was printed on the front cover of the magazine. Once a month the winners of the crosses were given.

A feature that proved decidedly popular (or perhaps unpopular) was the Base Hospital. The salesmen who were thus laid up were anxious to get out again and it was not considered any joke to be listed among the wounded.

The campaign gave a splendid opportunity for editorial work and special illustrations. Every advantage was taken of the unusual combination of war and business to put across special articles and "stunts."

The "Ginger Jar" of September 10th carried the announcement that the war had been won and peace was declared.

There were four Gold Cross men, two going to managers and two to salesmen. Nine won the Silver Cross and 28 the Bronze Cross.

While no remarkable records were established for gross business, there were some brilliant individual achievements. What is perhaps more important, the company secured a better average of business for the three summer months than it had anticipated, and the organization was enthused and gingered-up for the fall season, which is always a harvest time in the office-appliance field.

J. A. Watson with James Drug Stores

James A. Watson, for the past few years assistant advertising manager for the Riker & Hegeman Company, has been appointed sales and advertising manager of the F. K. James Drug Stores, New York.

"Inland Storekeeper" Appoints Editor and Manager

William G. Palmer has been appointed editor and manager of the *Inland Storekeeper*, New York. His most recent connection was with the Butterick Publishing Company.

Stein-Bloch's Campaign Wins Dealer Support for Label

It Was Accomplished Gradually and Advertising the Label to Consumers Had Much to Do with It

THIS year the Stein-Bloch Company, of Rochester, N. Y., is meeting the paramount issue of a 15 years' campaign to change the course of an old business so that it will harmonize with new conditions. The problem involved is that of establishing unqualified dealer good will for the Stein-Bloch label.

How to win dealers' favor for trade-marked merchandise is a question that has engaged the attention of a good many manufac-

turers in recent years. In fact, it is still a live issue in many quarters. Many concerns that are making well known, branded goods and that are successfully creating a market for them are still in a position where they feel constrained to supply a certain demand for goods unbranded or under private brands.

been invested in advertising, first to create consumer demand for Stein-Bloch clothing and establish consumer good will for the label. That this appeal to consumers is the logical basis of such a campaign will, of course, be obvious to the average reader of **PRINTERS' INK**, but the manner in which the Stein-Bloch Company has handled the dealer end of the plan is not so commonplace. It might be applied successfully by manufacturers in many other lines, where conditions are somewhat similar.

The policy that the Stein-Bloch Company has pursued in its dealer relations might be considered weak by some people—weak in the sense of not being aggressively independent. Indeed, such a policy might be ineffective if applied to a new business venture in the present era of strenuous competition. To inaugurate radical changes of policy in an old, large and well-established business is, however, a quite different and

sometimes a difficult proposition.

The Stein-Bloch Company deliberately chose to make progress slowly along lines that might entail controversy and a clash of viewpoints with dealers.

To understand its attitude, it should be considered that the company had already established one essential factor in good will with thousands of dealers. This asset was based on the efforts of nearly half a century to produce good values and render good service.

The Stein-Bloch Company saw that the tendency of trade was toward an era of competition for

STYLE, like culture, abides most with those who are least frantic in their efforts to secure it, and least clamorous in their announcement that it has been attained.

Stein-Bloch
Smart Clothes

THE STEIN-BLOCH CO.
Wholesale Tailors
ROCHESTER, N. Y.

A SPECIMEN OF THE NEWSPAPER APPEAL

turers in recent years. In fact, it is still a live issue in many quarters. Many concerns that are making well known, branded goods and that are successfully creating a market for them are still in a position where they feel constrained to supply a certain demand for goods unbranded or under private brands.

The Stein-Bloch Company has been more or less in that position from the time it began doing business, 61 years ago.

It has, however, been executing a definite plan to remedy that condition for 15 years, during which time a large amount of money has

AUDIT BUREAU OF
CIRCULATIONS.
CHICAGO



| | |
|---------------------|---------|
| FIRST QUARTER, 1914 | -18,299 |
| " | 18,634 |
| SECOND QUARTER, | 18,614 |
| THIRD QUARTER, | 19,138 |
| FOURTH QUARTER, | |

SUBSCRIBERS
 RET SALES THRU NEWSDEALERS
 Through London Office

1. Engineering News
2. CITY New York
3. STATE New York 4. YEAR ESTAB. 1874
5. PUB'D Weekly.
6. REPORT FOR 12 MOS. ENDING 12/1914
7. DATE EXAMINED April 1915.

BY SECTION 6, ABOVE:
LIBRA 2 (AVERAGE)

| | | | |
|--|--------------------|--------|--------------------------------|
| TOTAL | 18 | 671 | Copies back and free copies |
| FIVE ISSUES COVERED BY THIS REPORT (3 ISSUES IF MONTHLY) | | | |
| | | | (Total copies bound) |
| 25,000 | 3d | 23,900 | 4th 22,400 5th 22,600 |
| | ISSUED ON ISSUE OF | | 3rd December, 1914 |

CIRCULATION LAST FIVE ISSUES COVERED BY THIS STATE MAIL SUBSCRIBERS NEWSPAPERS

NET PAID CIRCULATION BY STATES BASED ON 1936-37

| STATE | MAIL SUBSCRIBERS | NEWSDEALERS | STATE | MAIL SUBSCRIBERS | NEWSDEALERS |
|------------------|------------------|-------------|----------------|------------------|-------------|
| ALABAMA | 112 | 87 | OHIO | 968 | 946 |
| ALASKA | 87 | 83 | INDIANA | 908 | 908 |
| ARIZONA | 87 | 83 | ILLINOIS | 908 | 908 |
| ARKANSAS | 87 | 83 | MISSISSIPPI | 908 | 908 |
| CALIFORNIA | 87 | 83 | MICHIGAN | 908 | 908 |
| COLORADO | 87 | 83 | MINNESOTA | 908 | 908 |
| CONNECTICUT | 87 | 83 | NEBRASKA | 908 | 908 |
| DELAWARE | 87 | 83 | NEVADA | 908 | 908 |
| DIST. OF COLUMB. | 87 | 83 | NEW HAMPSHIRE | 908 | 908 |
| FLORIDA | 87 | 83 | NEW JERSEY | 908 | 908 |
| GEORGIA | 87 | 83 | NEW MEXICO | 908 | 908 |
| HAWAII | 87 | 83 | NEW YORK | 908 | 908 |
| IDaho | 87 | 83 | NORTH CAROLINA | 908 | 908 |
| ILLINOIS | 87 | 83 | NORTH DAKOTA | 908 | 908 |
| INDIANA | 87 | 83 | OKLAHOMA | 908 | 908 |
| IOwa | 87 | 83 | OREGON | 908 | 908 |
| KANSAS | 87 | 83 | PENNSYLVANIA | 908 | 908 |
| KENTUCKY | 87 | 83 | RHODE ISLAND | 908 | 908 |
| LOUISIANA | 87 | 83 | SOUTH CAROLINA | 908 | 908 |
| MAINE | 87 | 83 | SOUTH DAKOTA | 908 | 908 |
| MARYLAND | 87 | 83 | TENNESSEE | 908 | 908 |
| MASSACHUSETTS | 87 | 83 | TEXAS | 908 | 908 |
| MICHIGAN | 87 | 83 | UTAH | 908 | 908 |
| MINNESOTA | 87 | 83 | VERMONT | 908 | 908 |
| MISSISSIPPI | 87 | 83 | VIRGINIA | 908 | 908 |
| MISSOURI | 87 | 83 | WASHINGTON | 908 | 908 |
| MONTANA | 87 | 83 | WEST VIRGINIA | 908 | 908 |
| NEBRASKA | 87 | 83 | WISCONSIN | 908 | 908 |
| NEVADA | 87 | 83 | WYOMING | 908 | 908 |
| NEW HAMPSHIRE | 87 | 83 | | | |
| NEW JERSEY | 87 | 83 | | | |
| NEW MEXICO | 87 | 83 | | | |
| NEW YORK | 87 | 83 | | | |
| NORTH CAROLINA | 87 | 83 | | | |
| NORTH DAKOTA | 87 | 83 | | | |
| OKLAHOMA | 87 | 83 | | | |
| OREGON | 87 | 83 | | | |
| PENNSYLVANIA | 87 | 83 | | | |
| RHODE ISLAND | 87 | 83 | | | |
| SOUTH CAROLINA | 87 | 83 | | | |
| SOUTH DAKOTA | 87 | 83 | | | |
| TENNESSEE | 87 | 83 | | | |
| TEXAS | 87 | 83 | | | |
| UTAH | 87 | 83 | | | |
| VERMONT | 87 | 83 | | | |
| VIRGINIA | 87 | 83 | | | |
| WASHINGTON | 87 | 83 | | | |
| WEST VIRGINIA | 87 | 83 | | | |
| WISCONSIN | 87 | 83 | | | |
| WYOMING | 87 | 83 | | | |

What the A. B. C. Report Shows—

- 1—ENGINEERING NEWS has the largest actually paid Domestic Circulation.
- 2—ENGINEERING NEWS has the largest actually paid Canadian Circulation.
- 3—ENGINEERING NEWS has the largest actually paid Foreign Circulation.

What the A. B. C. Report Shows—

- 1-ENGINEERING NEWS has the largest actually paid Domestic Circulation.
 - 2-ENGINEERING NEWS has the largest actually paid Canadian Circulation.
 - 3-ENGINEERING NEWS has the largest actually paid Foreign Circulation.
 - 4-ENGINEERING NEWS is the highest priced paper in its field.
 - 5-ENGINEERING NEWS has the lowest percentage of subscription arrears.
 - 6-ENGINEERING NEWS has the highest percentage of renewals.
- Summing up, the

Summing up, then, the A. B. C. shows that, if you have a product to offer the engineering-contracting field, it is beyond all cavil and question—ENGINEERING NEWS which you should employ.

Engineering News

One of the five Hill Engineering Weeklies published at 10th Ave. and 36th Street. The others are *The Engineering and Mining Journal*, *American Machinist*, *Power*, and *Coal Age*. All members of the A. B. C.

What Percentage Is 32 Out of 1,000,000?

When you sell your goods on thirty days approval, you keep returns down by keeping quality up. And you aim to emphasize a thirty day return period, to avoid the difficulties that changeable human nature might otherwise give you.

Just as in your business, the on-approval plan demands the very highest quality of product, so is quality absolutely essential in offering a publication on approval.

All our million circulation is on the on-approval plan. Moreover, we never limit the return-of-money period, even on our ten-year subscriptions. And we never ask why people want the paper stopped—we make refunds “for any reason, or for no reason whatsoever.”

Last year, thirty-two people asked to have their money back—thirty-two out of the million. What percentage is thirty-two out of over a million?—why, it isn't a percentage, it isn't even an incident in the year's work!

Just as there is only one farm paper with over a million circulation, so there is only one paper selling all subscriptions on approval. We refer to The Farm Journal. December closes November 5th.

P. S.—This advertisement is printed by request. An advertising man wanted something he “could just tear out and send along to a client, who has asked about whether 1,000,000 circulation would all be quality circulation.” We think this will fill the bill. As a matter of fact, the thing to think about is the over 999,968 folks who are so satisfied that they refuse to take their money back.

consumer good will. It realized that the inherent value of the business would in the future depend more and more on consumer demand. The trade-mark question must be solved, but how? Was it wise to force the issue with dealers abruptly, by arbitrary methods?

SHOWING DEALER ASSET OF A LABEL

The Stein-Bloch Company put its faith in a human trait that is expressed in an old adage. "You can lead a horse to water, but you cannot make him drink." It decided on the slow course of gentle, but persistent persuasion, based on a really co-operative campaign of selling helps for dealers—methods that would eventually demonstrate to them that the Stein-Bloch label was an asset in building and holding trade.

This label problem came to life early in the history of the business, before its broad aspect and fundamental importance were fully appreciated.

In those days, before the development of advertised lines of clothing, dealers wanted merchandise to bear their own label, and there was no sound argument on which to combat their attitude. Therefore, in order to give the dealer what he wanted, and at the same time to maintain its identity as manufacturer, the Stein-Bloch Company figured out a way to straddle the fence on the label question. To be explicit, two labels were used—its own and the dealer's.

The method of doing this was acceptable to the trade because the dealer's label was allowed to occupy its accustomed place on the inside of the coat just below

the collar. The Stein-Bloch label was placed *out of sight beneath the dealer's label*—that is, it was not visible under normal conditions, but could be found if one looked for it. The arrangement was such that the dealer's label was sewed on the outside of what may be described as a wide, but shallow pocket, the opening being on the lower side. The Stein-Bloch label was placed inside this pocket, where it came to view



What the double label means

"Is that the suit you bought out west?"

"Yes. I went into the best looking store in town and among other suits they showed me this one. I asked the merchant where he got the suit. He just lifted this strip below the hanger and showed me the Stein-Bloch label. That was enough. I bought the suit."

Stein-Bloch
Smart Clothes

The local merchant's label means something to you if you know him. The Stein-Bloch label means much to you if you do not know the merchant.

Your merchant's label and the Stein-Bloch label stand as endorsements of each other's business integrity—together they represent a double endorsement of that absolute supremacy of tailoring resulting from "Sixty Years of Knowing How."

THE STEIN-BLOCH COMPANY
Wholesale Tailors
New York: 200, Avenue B, Bldg. Rochester, N. Y. Chicago: 200, Avenue B, Bldg.

THIS LABEL MAKES THE SMARTEST READY-TO-WEAR CLOTHING

Stein-Bloch
Wholesale Tailors
NEW YORK, N. Y.

THE RELATION OF THE TWO LABELS AS EXPLAINED IN MAGAZINE COPY

readily if the pocket was spread open with the fingers.

In that manner the Stein-Bloch product has carried the company's label for a good many years, but in the light of more recent experience, the need of greater prominence for the trade-mark has become more urgent. As previously noted, the Stein-Bloch Company has followed a policy of consumer advertising and dealer co-opera-

tion for 15 years. Though the methods employed have been conservative in character, they have also been effective to a certain degree—up to a point of diminishing returns due to the existing status of the Stein-Bloch label.

"We discovered," said T. F. Pevear, the advertising manager, "that a good many men who wore Stein-Bloch clothes did not know it, because the average dealer did not make any special effort to inform consumers on that point and our label was not where it could claim attention.

"In other words, it was evident that our efforts to build up consumer good will could not be 100 per cent effective until we could establish a more direct contact between the consumer and our trademark on the merchandise.

LEADING UP TO BIGGER LABEL DISPLAY

"Our spring 1915 advertising campaign was designed to pave the way for a decided change in our label policy.

"We did not try to put the change itself into practice under six months. We led up to it with our consumer advertising by concentrating our copy appeal on our label as it was being used under the old policy.

"Both the illustrations and the text of our magazine ads were designed to accomplish the following objects:

"First, to feature the fact that our garments carried two labels, ours and the dealer's. Thus we showed consumers where to find our label.

"Second, to lay a foundation for closer dealer co-operation—to show him that the intent of our advertising was to make it work for him.

"Third, to get the dealer more receptive to our label."

An extract from the text of one of those ads will illustrate how the selling talk made an appeal to both consumer and dealer: "The local merchant's label means something to you if you know him. The Stein-Bloch label means much to you if you don't know the merchant.

"Your merchant's label and the Stein-Bloch label stand as endorsements of each other's integrity—together they represent a double endorsement of that absolute supremacy in tailoring resulting from sixty years of knowing how."

Outside of its influence on consumers this campaign had a distinct moral effect on dealers without antagonizing them. Unconsciously they got used to seeing the Stein-Bloch label and to thinking about it as an adjunct to their business.

This fall the Stein-Bloch salesman went out with instructions to switch dealers to the new label policy. The idea is to use only one label and make that a combination dealer and maker label. The text of the new label will read like this: "Tailored for the Consumers Clothing Company by the Stein-Bloch Company." The plan is getting a favorable reception from dealers and gives every promise of settling the label problem thoroughly and smoothly for all interested parties.

The current fall advertising campaign has been planned along somewhat different lines than previous Stein-Bloch advertising. It is also more extensive. The selling appeal is based on the argument that style and good workmanship depend on experience. The age and stability of the Stein-Bloch organization is featured to back up that argument.

Style-figures illustrate the copy and young men are shown in the proportion of two to one of the middle aged type. This is in line with the company's recent decision to go after young men's trade more aggressively than heretofore. An echo of the spring label campaign is maintained by using a facsimile of the label at the bottom of each ad.

Eight publications were used in the spring campaign, five monthlies and three weeklies. The fall campaign in the magazines has been confined to three weeklies and one monthly.

In times past The Stein-Bloch Company has occasionally used newspaper space in conjunction

Two Reasons

Collier's present net paid circulation is 855,096, but its rates are based on 700,000.

Collier's rate is from 8 cents to \$1.50 less than that of any other periodical of national circulation.

Two Results

Collier's gained 61,022 lines in the nine months of this year.

Collier's gained in that same period 11,952 lines more than any other periodical of national circulation.

The results show that advertisers appreciate the value of the reasons.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

A. C. Z. Hammesfahr.

Sales Manager of Advertising

with some of its dealers. This fall it was decided to execute an independent newspaper campaign of considerable size and scope. Daily papers will be used in about thirty cities for a period of eight weeks.

The newspaper copy is similar in appearance to that used in the magazines except that the illustrations are line cuts instead of half tones. The size of the space used is about six inches across three columns. Full position is specified and paid for. Arrangements have been made with local dealers to use space underneath the Stein-Bloch ads at their own expense. Such action by dealers is voluntary on their part.

Another feature of this advertising is that it appears during the middle of the week so that the dealer gets the benefit of the insertion on a day when his own advertising does not appear. Friday is the day on which dealers use the most space and in some cases it is the only day on which they use the local papers. In addition to this local newspaper advertising, The Stein-Bloch Company furnish dealers with an unusually large variety of cuts. These are figure illustrations, designed for attention-getting value, but several distinct types of illustration are offered the dealer so he can select a type that his competitors are not using, if he chooses, and thereby make his illustrations distinctive.

Another interesting feature of Stein-Bloch advertising is its method of handling illustrations.

The same style of display and the same illustrations are utilized in all phases of a season's publicity. This includes the general publicity and all dealer-help materials such as window cards and style books for distribution to consumers.

Only six styles are featured in the advertising, but these are carefully selected to cover a wide range in their appeal.

H. R. Baukhage has resigned from the staff of the Associated Press at Washington, D. C., to become head of the advertising copy department of *Leslie's* and *Judge's*.

Give Customer Best Reason for Buying First

"After the first step is over between customer and clerk the next is to show the customer the merchandise and it should be shown only in the best way, in such a way as to make the customer want it immediately," said J. W. Fiske, in speaking before the recent convention of the National Commissionary Managers' Association. Mr. Fiske is director of selling service of the J. L. Hudson Company, Detroit.

"This, for economic reasons if for no other, to reduce the time of sale. Some statistician has figured that it takes four minutes to sell a collar and eight minutes to sell a shirt. Now, if it takes four minutes to sell a collar the clerk can sell fifteen collars in an hour; but if you cut down the time of sale to two minutes that same clerk can sell thirty collars in an hour, and so on all the way through the business.

"We ought to reduce the time of sale without of course trying to hurry the customer and so prejudice the future. We ought to try to have our merchandise shown in the right way at the very beginning so as to make the customer want it at the start. Sometimes it is a mistake to try to demonstrate the article and sometimes it should be demonstrated.

"The best reason for buying the article should be given at the start and it should be given not by showing the article alone but by testing its merits if possible and handing it to the customer so that he can test it too. Make positive statements in showing goods. Never tell the customer, 'I hope it will,' 'I guess it will' or 'I hope it won't' but say, 'It will' or 'It won't,' and know what you are talking about.

"You know when we used to sell indigo prints at 5 cents a yard a woman and her daughter would come in the store and examine those prints and the woman would ask, 'Will this fade?' 'Oh! no, this won't fade.' And the woman would say, 'Will you give me a little sample of it,' and you would cut her off a little sample and she would hand it to Mary Jane and say, 'Mary Jane, you chew this and see if it fades.'

"Your clerks ought to know what they are doing and what they should sell the customer. You will not get the trade you ought to have unless they do, and your trade year by year is expecting more and more all the time that your clerks will know because people are becoming more discriminating."

Advertising Managers Appointed by Condé Nast

William H. Osgood has been appointed advertising manager of *Vanity Fair* by Condé Nast, the publisher, and Ralph H. Blanchard has been appointed to a similar position on *Vogue*.

Norris L. Bull, formerly with the H. E. Lesan Advertising Agency, New York, has opened an office of his own in Hartford, Conn.

Co-operative Associations Must Have a Reason for Being

Else They Will Not Pay, Asserts Manager of Fruit Growers' Exchange—Success Attained by California Growers and How It Was Brought About—Intimate Touch with the Market

CO-OPERATIVE associations will never live as business arrangements unless they are based primarily on economic necessity, G. Harold Powell, general manager of the California Fruit Growers' Exchange, told members of the Quoin Club, the national periodical association, at a luncheon in New York on September 28. To illustrate just what he meant by that statement, Mr. Powell told briefly the story of the California fruit growers' problem in seeking distribution for their products.

Back in 1885 there were 2,000 carloads of oranges shipped out of the State, but as the crop grew larger the growers endeavored to find new and wider markets for the fruit. Differences with transportation companies and complications in the jobbing trade made the distribution problem a knotty one. The individual shippers soon found that they could accomplish nothing and the California Fruit Growers' Exchange was formed.

According to Mr. Powell, 65 per cent of the California growers are represented in the exchange. In numbers there are 8,000 growers in the co-operative association. There is \$200,000,000 invested in the California citrus industry. The exchange performs its work for the members at cost, and that amounts to only two per cent on the gross sales and includes all advertising.

Mr. Powell emphasized the importance of national advertising in creating the demand which has

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

kept step with the great increase in the orange crop. He said that the exchange early realized the need of national advertising to develop a demand for two oranges where only one was consumed before.

"National advertising has put Sunkist oranges on the map in a way that no other agency could have done," he declared at the outset of his address. "This year we have been able to market next to the largest orange crop of California at the highest price in ten years, despite the somewhat lessened buying power of the consumer."

The speaker said that the value of this year's orange crop in California exceeded that of the gold and all other mineral output in that State by more than a million dollars. He named \$27,000,000 as the value of the crop. He cited as an instance of the exchange's efficiency the change which has been made in packing the oranges. At one time loss caused by decayed fruit amounted to \$1,500,000, he said. That loss has been avoided now by the removal of all bruised oranges.

LOCAL UNIT STRONG

In explaining the reasons for the exchange's success, Mr. Powell said:

"Co-operative associations generally fail because the local units blame the central bodies for all economic ills that may arise. In the California Fruit Growers' Exchange the local units know everything that is going on and they determine the prices that shall be charged for the product. The local unit is the real strength of the co-operative association."

Mr. Powell said the exchange spent from \$75,000 to \$85,000 yearly in telegraph tolls. This charge was occasioned by the wiring of daily bulletins to every local unit. These bulletins give the market prices in the various centers, the weather, amount of sales, and the location of the exchange's shipments. Every grower can tell every day just where he stands. About 30 per cent of the

exchange's fruit is sold at auction.

To show the strength of the association in another way, Mr. Powell stated that it has unlimited credit. "We could borrow a million without security," he said. He said that the exchange often borrowed \$250,000 at the opening of a season. The loan is paid by a pro rating of the growers in the exchange and is generally settled the next day after that procedure.

Educating the Dealer in Service

The National Lumber Manufacturers' Association, with headquarters in Chicago, has established a trade extension department, the purpose of which is to assist in increasing sales of lumber and wood products. A series of bulletins for the architect, contractor and engineer will be prepared, while informative literature for the consumer is also to be issued. The co-operation of retail dealers is to be sought. In this connection, the association is using cartoons to impress on the dealer the fact that substitutes have been favored largely because of the service which accompanies them, and that if the retail lumberman will use similar methods he can hold the trade.

Cigarette Factory in Department Store

The Liggett & Myers Tobacco Company's plan of establishing miniature cigarette factories in downtown locations for advertising purposes was recently exemplified in Chicago in a rather unusual way. One of the largest windows in "The Fair," a big department store, was given over to an "Oasis" cigarette factory. A standard cigarette machine with a capacity of 300,000 cigarettes a day was used in the factory, and cigarettes with special coupons, redeemable when combined with others from packages in dealers' stocks, were sold at regular prices.

Chicago Newspaper Representative Incorporates

The Ford-Parsons Company has been incorporated in Chicago to conduct the special newspaper advertising agency owned since 1892 by Horace M. Ford. Mr. Ford is president of the company and Fred F. Parsons, secretary and treasurer.

New Trade Character Coming

"The Calumet Kid" is the latest trade character to be created. He will be used by the Calumet Baking Powder Company in its new newspaper advertising campaign, which is now in preparation.

Sustained Approval, Loyalty and Support of readers through a long period of years represent a newspaper's greatest asset as an advertising medium.

The NEW YORK AMERICAN has consistently represented ONE-FOURTH of New York for nineteen years. The increase in population during that period did not diminish its percentage of representation.

It is a great achievement for a newspaper in a big community like New York to hold twenty-five per cent. of all of the people who buy and read newspapers—as the NEW YORK AMERICAN has done and is doing.

Old readers stick as long as they live. New ones come along and add to the total in proportion as the population increases. The NEW YORK AMERICAN occupies a remarkable position, when you come to think about it.

Such a newspaper, approved of by so many people, is an unusual advertising medium. The very fact that readers are so loyal to the paper and believe in it so thoroughly gives advertisers a larger percentage of readers of their messages than they can obtain in any other newspaper.

The NEW YORK AMERICAN is regarded by its readers with genuine family sentiment—the strongest possible link. This gives the paper unusual power as a distributor of business news as furnished by advertisers.

Readers look for business news because the NEW YORK AMERICAN persists in telling them all of the time that their best interests are served by buying from advertisers.

NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations

MR. CONDÉ NAST
announces
the appointment of
MR. WILLIAM H. OSGOOD
Advertising Manager
of
VANITY FAIR



MR. CONDÉ NAST
announces
the appointment of
MR. RALPH F. BLANCHARD
Advertising Manager
of
VOGUE



Permit us to present **"The Wrong Miss Smith"**

Ralph Henry Barbour's delightful story with the above title—a further installment of Varick Vanardy's charming "Judith"—Edith Oliver's chic Parisien styles—the common sense talks of Dr. Leonard Keene Hirshberg, and "The men who make the movies," by R. W. Baremore—all in the October issue of ***The Sperry Magazine***—are just a few of the reasons why 500,000 enthusiastic Women-Who-Buy ask for—and read—this New National Home Monthly.

Dealer-Distributors Are Well Pleased

THE BOSTON STORE, Fort Dodge, Ia.

The Sperry Magazine

October 1, 1915

Gentlemen:—When your first shipment of Sperry Magazines arrived, we were not sure as to how the public would take to this magazine, also to the way of distribution, but before we received your second issue, people were calling us up over the telephone and also writing us, inquiring when the next number would be out. The demand was so great that we have distributed the complete shipment in less than two days, and we now increase our standing order so as to be able to take care of more of our customers.

Yours respectfully,

THE BOSTON STORE,

Per N. N. Gilbert.

The enthusiastic reception of "The Sperry Magazine" on the part of progressive Dealer-distributors and readers alike makes it impossible for us to meet the demand with our present limit of Half a Million a month.

***We will gladly give details to any manufacturer
who must reach the "Woman-Who-Buys"***

THE SPERRY MAGAZINE

Two West Forty-fifth Street, New York

WILLIAM STARR BULLOCK, Business Manager

Overworked Prefixes for Trade Names

Course of the Patent Office in Allowing or Denying Application to Trade-marks That Resemble Those Already Registered

WHAT is the fascination of the "beaten path" for a large share of manufacturers and advertisers? A dozen times a month, at least, this question is bound to pop into the head of anybody who watches the passing show of new trade-marks and trade-names, in the marketplaces of the United States. Perish the thought that advertisers are conscious "copy-cats." Yet, if that be not the case, must we fall back on the explanation that in christening goods as in christening children there are waves of popularity for certain classes of names? One of the chief responsibilities of regulatory institutions such as the United States Patent Office that have jurisdiction over trade-marks and labels is to prevent undue similarity in registered names.

Just now the dangerous duplication has to do not so much with complete words as with first syllables. Advertisers are attempting to ring endless changes on this prefix or that and sometimes the changes are so slight that two or more words with a given prefix encourage many mix-ups over the counter. One of the latest and likewise one of the most interesting controversies at the Patent Office growing out of the scramble for a popular prefix is that between the Sanitol Chemical Laboratory Company and the De Pree Chemical Company. And in this case the advertiser who started things lost out partly because no confusion in trade could be shown—a prime requisite in disputes over a prefix.

The De Pree Chemical Company set out to register "San-Tox" as a trade-mark for lotions, hair tonic, cold cream, tooth powder, etc. The Sanitol company alleged the prior use of a similar word, and especially the "San" part of it on soap, talcum powder and

like products. The issue was squarely drawn as to the right of a manufacturer to appropriate to his exclusive use a syllable such as "San," and the decision of the Patent Commissioner's office, sustaining the subordinates in the trade-mark institution, was not only adverse to the Sanitol company, but seems to lay down the broad principle that it is pretty hard for an advertiser to gain acceptance for a claim of exclusive use of a first syllable.

In passing on the family resemblance of these two "San" words the reviewing authority at the Patent Office seemed to think that this was rather a late day for the Sanitol company to claim a monopoly of its prefix, or that at least it was straining at a gnat to complain of "San-Tox" as encroaching upon "Sanitol," when the Patent Office had already registered "Sanitas" as a trade-mark for toilet soap, etc.; "San. I. Fla." for cold cream, perfumeries, etc.; "Sanident" for tooth powders and soaps; "Sanibu" as a mark for lotions; "Saniderm" for lotion; "San-I-Germ" for disinfectants; "Sanipure" for borated cream, etc. Moreover, it was pointed out that at least one of these "San" marks, namely "Sanitas," shows a date of adoption and use long prior to that on which "Sanitol" was approved.

SOME PREFIXES MUCH IN DEMAND

One might be tempted to say that of all popular prefixes the significant "San" is most in demand, and yet this current case has served to call attention to other "good beginnings" to which advertisers seem to gravitate. For example, there is the numerous "Laxo" clan and the recent clash between "Peptenzyme" and "Pinozime" went to show that advertisers instead of concentrating their efforts to put "pep" in trade-

names are now going farther afield though in the same general direction. Incidentally it may be mentioned that something of these same problems, though in less acute form, is cropping up with respect to the tails of words. Witness the case where "Kalodont" was held not to be confusable with "Sozodont" and "Sozodont" was, in turn, held not to conflict with "Zodenta."

That the appropriator of the popular prefix cannot always get away with it is attested by the old case wherein "Puffer" was refused as a trade-mark because of the prior registration of "Puff." Similarly "Arcana" was declared too nearly like "Arcadia." But "Riz O. K." was declared not to tread on the toes of "Riz Extra," which had already been registered, and "Cereal" was registered, and likewise "Ceresota," despite the prior acceptance of "Ceres." It is customary to hold that "Capital" and "Capitol" cannot be allowed for goods of the same class, and yet in an old decision we find that "Magico" was held not to be anticipated by "Magic" already registered for use on a similar class of goods. And that wonders may be accomplished by different spelling of a prefix that may have but one pronunciation was disclosed away back in the year 1888 when the Commissioner of Patents held that "Cephaline" used on a headache powder should not prevent the registration by another party of "Kephaline" as a mark for medicines.

"Silver" has had all sorts of tails to it in trade-mark practice, among the others "Silverine" and "Silveroid," to say nothing of such designations as "Solver Ore" and "Silver Metal." That which looks to the outsider like an imitative faculty or a lack of originality in advertisers may be more nearly a waiting upon precedent. This may be suspected from instances afforded by the prefix "Wauk." There was something of a struggle before the word "Waukeasy" was declared valid as a trade-mark for a corn-cure, it being held that although the word was perhaps suggestive there was

not in it anything descriptive of the composition or qualities of the article or the direct result produced by its use. But no sooner had this member of the "Wauk" family gained admission than along came other candidates, among them "Waukwell" allowed to Parker, Holmes & Company, as a trade-mark for shoes. "Vita" or "Vitae" is an example of a prefix which will in some instances be excluded as descriptive and in other cases held to be arbitrary. For instance, "Vitae-Ore" was accounted not to describe anything, but to be purely fanciful.

APPLICATIONS THAT HAVE FAILED

Among the prefixes that have been played as favorites by the advertisers who have, from time to time made applications for trade-mark registrations there may be cited "Duo," "Naphtho," "Hydro," "Bromo," and "Ruber." However, there have been many failures to secure sanction for words thus headed. Much has depended upon the class of goods on which the word was to be used. Thus, whereas "Parabola" was allowed as a mark for needles "Ruberoid" was ruled against on the score of both misspelling and descriptive significance. "Carbo" is another prefix that lures, and there have been registrations such as that accorded to the manufacturer who coined the word "Carbolineum" as a means of identification for wood-preserving paint. "Fabri" is another beginning for trade-names that polls a heavy popular vote among manufacturers, and a number of registrations have been granted for names having this handle; for example, "Fabrikoid," which has been accepted for a fabric coated so as to have the appearance of leather.

Advertisers are notoriously quick to capitalize the new thing—to lift themselves into public notice on the strength of the latest invention, novelty or innovation, be it in the field of art, industry, science or fashion—and this disposition is in no wise more apparent than in the scramble for a newly suggested prefix. After the advent of flying machines we



The Home Nest

EVERY WOMAN has an instinct for decorating the home. It is inborn. But to do the work fitly implies taste in color, in the forms of things, and in harmonious placing—gifts not universal.

TODAY's is fortunate in having in charge of its Interior Decorating department Miss Elise Scott, of long experience both in writing about and in actually supervising home beautifying.

Under her guidance, 800,000 home-makers are learning to combine tastefully wall paper, furniture, floor coverings, curtains, in order that beauty may be the handmaid of comfort.

Sarah Field Splint

EDITOR

Today's Magazine

This is the tenth advertisement about Today's editorial policy.

The Sale Made At A Distance

A catalog printed on CAMEO is the nearest substitute for showing the customer your actual goods.

CAMEO is a wonderful dull-coated paper. It enriches engravings, deepens half-tones, dignifies type. Its improvement of color-engravings is startling because of its velvety texture, its lack of glare, its concealing of the screen.



All this makes up the *CAMEO EFFECT* which charms the reader's eye and makes him favorably disposed without exactly knowing why—BUT, it helps to make the sale.

Send for printed specimen sheets that show similar work to yours.

CAMEO PAPER

A Warren Standard

Cameo-Dull Coated—Lustro-Fine Glossy

Cumberland-Glossy—Silkote-Semi-Dull

Printone-Imitation Coated

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS in Coated and Uncoated
Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

"Constant excellence of product—the highest type of competition"

had a flood of aero-this and aero-that. The wireless telegraph gave vogue to the prefix "Radio" just about the same time that the discovery of radium induced another very similar prefix. Not all of the fruits of such inspiration were, however, allowed—among the adverse decisions being one to the effect that "Radium-Radia" as a trade-mark for liniments was either descriptive or deceptive. The development of the modern idea of vacuum or suction cleaning has likewise uncovered virgin soil in trade-names, and we have a host of "vac"-headed words. The trade-mark officials have been quite lenient, moreover, in accepting these candidates, and there is on record one decision which goes so far as to say that "Vac-M," the mark of the National Electrical Specialty Company, is not ineligible on the score that it is a misspelling of vacuum.

"AUTO" VERY POPULAR

Of all the creations of this inventive age, however, that have been made to serve the purposes of the advertisers casting about for catchy trade-names there has never been anything equal to the motor-car. We have "auto" as a prelude to words long and short, and to names significant and meaningless. In not a few instances, to be sure, the seeming function of "auto" in a trade-name is to suggest automatic rather than automobile, but oftentimes there is an attempt to kill two birds with one stone. And, anyhow, "auto" sounds up-to-date and rolls easily off the tongue. As indicating the range of this category there may be cited the registered trade-marks: "Autodryer," "Autoplate," "Autoshaver," "Automusic," "Autometer," "Autopen," "Autopiano," etc. And a few years ago there was a conflict of interest between Kops Brothers and the Royal Worcester Corset Company, owners, respectively of the trade-marks "Autogirdle" and "Autogarter," with the result that there was declared to be such close resemblance between the two that the purchasing public would be likely to be deceived.

When the General Electric Company struck on "Mazda" and the Corn Products Refining Company followed with "Mazola" many persons thought that a brand new lead had been uncovered in the matter of popular prefixes. However, the trade wind has been veering in this direction for some time past, and a third of a century ago "Maizharina" as a trade-mark for flour was declared to infringe "Maizena" for the same product. "Velva" and "Nitro" and "Flor" and "Derma" may be added to the prefixes given above as possessing a lure for advertisers and when the owners of "Dermacura" tried to bar out "Dermakola" they were told that the difference in the sound of the two words was such that it was not believed that confusion would result. "Olive" has been the base of a number of proffered trade-names, but in one case the Patent Office decided that "Oliveint" conflicted with "Olivene." "Cut" as a prefix has such representatives in the trade-mark roster as "Cuticura" and "Cuticle."

The prefix "Vel" has any number of adherents, especially in dry goods and kindred lines, as for example, "Velooze," "Velourita," "Velourette," "Velreine," "Velutina" and "Velvel." In the "Sul" family we find "Sulphozone," "Sulfonal," "Sulfosol" and "Sulphorine." "Pur" is one of the suggestive prefixes that appeal and is exemplified by such trade-marks as "Purifex" and "Purifine." "Casca" has been much besought as an introductory syllable for names for drug products, but what with the declared infringements of "Cascarets" and the fact that in the case of the Sterling Remedy Company vs. Gorey "Casca" was ruled against as being the name of a drug, there have been many futile attempts to gain its aid.

Painters Will Be Certified

The Keystone Varnish Company, Brooklyn, has announced plans for advertising Zinolin, a non-poisonous zinc paint. Most of the standard magazines will be used. A feature of the sales campaign will be the appointment of a "certified painter" in each town to handle Zinolin.

Kellogg's Price - maintenance Plan Enjoined

Anti-trust Case Based on the Well-known "Square Deal" Policy Ends in a Consent Decree—Patented Carton a Stumbling Block to Discussion of the Merits of the Case

THE Government's anti-trust case against the Kellogg Toasted Corn Flake Company was terminated September 29 by a consent decree which was filed in the United States District Court at Detroit. By the terms of the decree, the company and the individual defendants, Will K. Kellogg and Andrew Ross, are from and after the fifteenth day of October, 1915, perpetually enjoined, restrained and prohibited as follows:

(a) From requiring jobbers to enter into any agreement or understanding to resell toasted corn flakes purchased from defendants at a price fixed by defendants, and from suggesting to said jobbers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(b) From exacting in any manner from retailers of toasted corn flakes any agreement or understanding that they shall sell the same at a price fixed by defendants, and from suggesting to said retailers, in writing or otherwise, that if they fail or refuse to observe said fixed price they will be cut off from a further supply of said product.

(c) From packing or selling said toasted corn flakes in cartons or boxes having thereon the following notice, to wit:

"This package and its contents are sold conditionally by us with the distinct understanding, which understanding is a condition of the sale, that the package and contents shall not be retailed, nor advertised, nor offered for sale at less than ten cents per package. Retailing the package at less than ten cents per package is a violation of the conditions of the sale, and is an infringement on our patent rights, and renders the vendor liable to prosecution as an infringer.

"Kellogg Toasted Corn Flake Co.,

"Battle Creek, Mich."

or any notice of similar character.

The Government's petition was filed in December, 1912. At the time it was said to be a semi-friendly action, for the purpose of testing the legality of price-maintenance in the courts, and the patented carton was declared to be only a minor issue. As time

went on, however, the patent became more and more of an obstacle, and in July, 1914, the company moved to have the case dismissed in consideration of its abandoning the patented carton. This motion the court denied, and at the same time permitted the Government to amend its complaint in such a way as to materially broaden the issue. The decree quoted above resulted, by agreement between the parties. The earlier stages of the case were discussed in *PRINTERS' INK* for January 2, 1913, and April 22, 1915.

Real Neighborly Advertisements

NEW YORK, Sept. 30, 1915.

Editor of *PRINTERS' INK*:

I do not know whether any such arrangement has been entered into, or whether the curious juxtaposition of the three signs that form the display I refer to below is just the result of accidental arrangement by the posting company. It makes such a good ad for the last-named product, however, that it seems reasonable that the management of the play "Our Children" and of the new baking powder "Ryzon" should make a demand upon the Haig and Haig people to bear a share of the cost of their advertisements which go to make up this strikingly effective anti-prohibition advertisement.

Here is what I find on a prominent board on Riverside Drive, somewhere near 100th street:

Our Children Ryzon Haig and Haig
(rise on)

which, being interpreted, means,

We bring them up on the bottle.

I think it is a gem of a sample of accidental association of ideas, and thought you would be interested in having it brought to your notice.

J. S. ANDERSON.

To Increase Output of Chevrolet Cars

The Chevrolet Motor Company, controlled by interests identified with the General Motors Company, is being organized to take over the stock of the Chevrolet Motor Company of New York the Mason Motor Company of Michigan and the Chevrolet Motor Company of Michigan. The purpose is to enable the company to increase its output from 100 to 300 cars a day.

In 12½ months ending October, 1914, the several operating plants had an output of 10,121 cars. Orders for 82,000 cars are reported to have been received for 1916 delivery.

Theodore Holbrook and Edward Shaefer, formerly with the Levin & Bradt Advertising Agency, New York, have joined Capehart's Maitland Methods, Inc., also of New York.

The son has been known to grow larger than the father—but if a dutiful son, he follows the father's example and he has much of the father's personality.

The PUBLIC LEDGER, Philadelphia, has a circulation of over 60,000. Its price is 2c a copy.

The EVENING LEDGER, with much the same personality, has within the single year of its existence, grown into a circulation of over 100,000, average daily. Its price is 1c a copy.

The PUBLIC LEDGER has had a substantial connection with the growth and history of Philadelphia, and the EVENING LEDGER is making phenomenal progress as its afternoon edition at the popular penny price, but without many of the so-called popular "features" that so often make for deterioration.

At 25c an agate line for both papers, with the privilege of running different advertisements on different days, this is an advertising value that is scarcely to be found elsewhere.

We have some very important facts for advertisers and their agents.

Public Ledger—Evening Ledger
INDEPENDENCE SQUARE
PHILADELPHIA

A National Paper Service

We have often been asked in what way we differ from ordinary paper houses. We are exclusive manufacturers' agents for the largest plants in the United States.

We sell direct to the consumer a wide and varied line of paper. We are the *only* concern in a position to render our customers personal on-the-ground service regardless of where they might be located or what they want to buy in the paper line.

Birmingham and Seaman representatives are picked men. They hold their position because they are able to save money for our customers and in that way get the business. Their help and suggestions have helped pay many a printing bill—why not use them, too?

Send us your printing specifications and we will gladly and promptly submit dummies and suggestions without obligation to you.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

Tribune Building, Chicago

St. Louis

Minneapolis

New York City

Milwaukee

Detroit

How the Ansco Company Created Its Own Distributing Outlets

The Inside Story of a Business That Came Back After a Losing Fight Against Powerful Competition for Over Half a Century

Based on an Interview by R. E. Dildine with

A. C. Lamoutte

Secretary of the Ansco Company, Binghamton, N. Y.

IN Binghamton, N. Y., its home, the Ansco Company is a name that inspires an unusual degree of reverence and pride—much more than the ordinary homage paid to a prosperous local enterprise. It is founded on an intimate knowledge of a remarkable success in the face of tremendous odds.

The Ansco Company and its products, cameras and photographic supplies are also well and favorably known throughout the country, thanks to extensive national advertising, but the man in Kalamazoo or Keokuk sees only the external evidence of a successful business. He knows little or nothing about the long, difficult road that has been traveled persistently for many years to reach a certain objective point.

The development of this business has been spectacular during the past six years. To the ordinary observer it is a new business—a young prodigy of modern strenuous times in American business. In reality the history of the Ansco business dates back over half a century—to the pioneer days of photography.

It is the story of a business that was born again, to rise up out of the ashes of a dead past to face a future that seemed to be literally blocked by insurmountable obstacles. The story is to a large extent the history of commercial photography.

A. C. Lamoutte, secretary of the Ansco Company, and the man who has directed its sales and advertising policies to a successful issue, told me the inside story of the business for readers of **PRINTERS' INK** in a recent interview.

"Photography," he said, "was only a well-defined dream until 1839, when Daguerre published

the Daguerreotype process, which held sway for about 12 years, or until 1851.

"It was very popular in this country, due partly to the fact that better foundation plates were produced here."

COMPANY'S PREDECESSOR MADE DAGUERRETYPE PLATES

"These metal plates were made by the Scovill Manufacturing Company of Waterbury, Conn., a concern that operated a rolling mill for the production of brass goods. That concern was a predecessor of the Ansco Company."

"As photography developed, the Scovill company was induced by the trade to produce and market other photographic supplies."

"That department of its business grew to such proportions that in 1889 a separate company, known as the Scovill-Adams Company was formed."

"At about the same time, E. & H. T. Anthony, another concern, located in New York City, was developing along the same lines."

"The only goods these two concerns made at that time were cameras for professionals and amateurs and photographic chemicals. They planned, however, to act as selling agents for other small individual manufacturers of photographic staples. It was these two companies that originally developed the business in this country."

"Much of the technical progress in photography emanated from foreign sources and this fact developed a peculiar market situation that was destined to prove an important factor in the trade."

"Two concerns, one in France and the other in Prussia, were at that time the only reliable sources

of supply for photo-printing paper. The process of manufacture was a secret one, well guarded. This situation stimulated the imagination of George Eastman, then engaged in one branch of the photographic business, who later became the dominating factor in the trade.

"Mr. Eastman went to Europe and visited these two paper houses. He submitted to them a proposi-

tion elected to pursue an independent course.

"They soon found, however, that they were up against a hard proposition and believing that they could improve their condition by joining hands, they consolidated in 1902 as the Anthony & Scovill Company, with headquarters in New York.

"Later, in 1906, this company built a small factory in Binghamton and moved the business to that city.

"During this period the greatest and most important problem of the company was that of production and readjustment to changed conditions brought about by a new type of aggressive competition. New developments in photography were also coming along fast.

"Much experimental work was necessary. It was also costly and not immediately productive of cash returns. Eventually the resources of the company became so tied up that the control of the business passed out of the hands of its original owners at a time when the problems of production had been practically solved.

"The business was reorganized again in 1908 under its

present name. T. W. Stephens, a New York banker, who was president of Anthony & Scovill Company, continued in the same capacity with the new company. His vision and faith in the business were responsible for financial aid that eventually set the business on its feet."

The active management of the AnSCO Company was placed in the hands of George W. Topliff, vice-president, and A. C. Lamotte, secretary. Both of these men had previously been employed by Anthony & Scovill Company, in

ANSCO CAMERAS & FILM



No. 10 Folding Brown
No. 11 Folding Brown
No. 12 Folding Brown
No. 13 Folding Brown

PICTURE-TAKING with an AnSCO is a delightful sport, unrestricted for any season or time; more delightful because, by following directions, any amateur of any age can get professional results with the unbeatable combination of AnSCO Camera, AnSCO Film—the court-decreed original film—and Cyko, the prize-winning paper.

Know for yourself the joys of picture-taking the AnSCO way; visit the dealer nearest you and see the various models at \$2 to \$55. Catalog from him or us, free upon request.



Write us for specimen picture taken with model from contemplative buying.

Millions of dollars were recently awarded to a man for infringement upon AnSCO patent rights, establishing AnSCO Film rights in the original film.

ANSCO COMPANY
BINGHAMTON NEW YORK

A SAMPLE OF ANSCO'S NATIONAL COPY

tion whereby he proposed to take their entire output if they would agree to sell exclusively to him.

"His mission was successful and he secured such favorable contracts that most of the other manufacturers of photographic supplies found it profitable to secure their paper through him.

"A number of concerns in various branches of the trade then found it expedient to sell their business to Eastman or to join the interests that he represented, but the Scovill-Adams Company and E. & H. T. Anthony & Com-

The American Makes Greatest Gain

During September just ended the Boston American gained more in advertising, as compared with last year, than any of the Boston papers.

The American gained 145¾ columns

The second paper gained 62½ columns

The third paper gained 50¼ columns

The fourth paper lost 14¼ columns

The American is gaining in net paid circulation. The circulation of the Sunday American is the largest in New England. The circulation of the Evening American is greater than the combined circulations of the other Boston evening newspapers.

The circulation of the Boston American, both Sunday and Evening, goes into the homes and stays in the homes.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

The 2nd Automobile Medium of the Great Central West

THE CHICAGO EXAMINER ranks second in the number of lines of display automobile advertising carried by all newspapers in the Great Central West.

The Sunday Examiner is not only the second greatest automobile medium of the Great Central West, but it is one of the three largest Sunday newspapers in America.

In more than 500,000 homes the Sunday Examiner has sustained its supremacy for more than seven years. Its editorial leadership and its standing as an advertising medium have made it "The Newspaper of the Home."

Your message in The Chicago Examiner will reach people who have the means to own automobiles and the confidence in The Examiner to buy from its advertisers.

Chicago Examiner

THE NEWSPAPER OF THE HOME

NEW YORK OFFICE:
220 FIFTH AVENUE,
NEW YORK CITY

CHICAGO OFFICE:
HEARST BUILDING,
CHICAGO, ILLINOIS

minor capacities. Mr. Lamoutte had, in fact, grown up with the business from its inception, having entered the employ of the Scovill Manufacturing Company when a lad but 14 years old.

When these men took charge they made an analysis.

"We found," says Mr. Lamoutte, "that we had inherited a heavy overhead expense which included considerable interest on old debts and a high cost of production due to a limited distribution and small sales.

"Through the efforts of Mr. Stephens, the president of the company, we were able to negotiate a comparatively small loan with which to finance our operations. The amount was represented by only six figures and the terms of the loan stipulated that principal and interest must be paid at the end of one year. The result of our analysis was to determine how we should use this money.

"We found that the business was fairly well organized and equipped for production. Our greatest need was to increase sales. For example, our figures showed that if we should continue the business for another year without an increase in sales, our overhead expense would make us show a loss of twice the amount of our loan.

STAKES ALL ON ADVERTISING

"In view of that condition, it seemed evident that we should concentrate our energy on distribution, and we decided to spend the entire amount on advertising and sales promotion. Such a course meant putting all of our eggs into one basket—making one big play to win or lose everything. We felt keenly the responsibility of our position. We experienced a nervous reaction at the thought of taking such a plunge.

"That feeling influenced us to amend our decision or rather to defer definite action until we had slept over it. We agreed that if each man felt the same way in the morning, the decision would stand. We could see no other way out and the die was cast.

"At the end of the first year we not only paid the loan but showed a substantial profit besides. The next year we began to pay off old debts."

It was one thing to decide on a sales campaign and quite another thing to plan and execute it. This work fell by mutual agreement to Mr. Lamoutte. He modestly disclaims any special training in advertising or sales promotion or a general knowledge of these subjects. With him necessity was the mother of invention. He did, however, know the business in which he was engaged and understood the obstacles that had to be overcome in securing a distribution for his products. Those obstacles were rather formidable. The majority of retailers that handled photographic supplies had by that time entered into agreements with the Eastman Kodak Company to sell their line exclusively, a selling policy that company has since abandoned.

The Ansco Company therefore found it necessary to create new avenues of distribution as well as consumer demand. Many concerns have found it difficult enough to secure distribution in an open market, with plenty of capital. The outlook in this case was anything but encouraging. Lamoutte, however, faced the situation as it existed and devised a selling plan that proved exceptionally well adapted to the conditions. It was like most successful plans, ingenious perhaps, but very practical and simple. This plan and how it worked are best described in his own words.

BUILDING UP DISTRIBUTION

"We were producing by that time a general line of cameras, photo-printing paper and films, but our distribution was exceedingly limited and scattered. Sales were naturally small. Our selling plan was designed to secure a thorough and systematic distribution throughout the country, but our efforts were at first confined to States or sections with a gradual expansion of the campaign in view. Our first step was to secure a small list of people, in each

city, that were interested in amateur photography. We secured a few names by first getting into touch with an individual who had a wide local acquaintance that qualified him to compile such a list.

"When these lists were obtained they were used as the basis of a direct-by-mail campaign. Our appeal had a two-fold purpose—first, to interest those on our original lists in our products, and second, to get a larger audience through our point of contact with them.

"A sample supply of some of our photographic materials was offered free of charge to each person who would send us ten names of other persons interested in photography. The old chain-letter idea formed the basis of the plan, but we were offering a free deal instead of requiring an expenditure.

"Thus we secured at a comparatively small expense a splendid mailing list of prospective consumer customers. Moreover, we placed a sample of our goods in their hands in a manner that carried with it a certain amount of good will.

"The mail campaign was followed up quickly by our salesmen for the purpose of establishing distributing outlets.

"As previously noted, the regular established dealers in photo supplies had practically all allied themselves with our big competitor. It would have been a waste of effort to approach them. It is a curious fact that an obstacle can often be utilized to a good advantage if one gets the right viewpoint. In this case we traded on that situation successfully in our effort to place our goods with representative stores.

"After sizing up the business section of a town our salesmen would select the most desirable concern that did *not* handle photographic supplies. This might be a druggist, a jeweler or a photographic studio with an entrance on the ground floor.

"The salesman would demonstrate the sales and profit possibilities in handling a line of cam-

eras and photographic supplies. In addition he would explain the market situation. Evidence was at hand from the mail campaign to show that local consumers were interested in the Ansco line. In fact, many consumers with whom we had corresponded took an active interest in selecting a dealer and urging him to stock our line.

"National advertising and a system of dealer helps were also important features of the campaign which had considerable influence in securing agents, but the proposition was made doubly attractive to the dealer by offering him exclusive sale of Ansco products in his vicinity. On the other hand, our dealers were not restricted in any way. We encouraged them to handle all lines of supplies and give the best possible service to consumers. We felt confident that Ansco products would hold their own in an open market.

"We employed only ten salesmen at the start of this campaign. At the end of a year, we had secured 2,800 Ansco agencies.

"The work has gone on steadily since that time. Approximately 10,000 dealers are now selling our goods and there are few towns of over 2,000 or 3,000 population where they are not on sale. We have continued our original policy of giving our agents exclusive sale of our goods, except in large cities, but even in that connection we apply the same principle. As a general proposition, we now operate on a unit basis of one agency to every 10,000 population.

"Advertising has, of course, been an important factor in creating a market for our goods. We invested a good share of our original working capital in national publicity and have increased our appropriation materially since that time, but many other features of our sales policy have helped to make our campaign effective.

"Our advertising has been confined to national mediums. The first year we used about six monthlies and two weeklies, selecting popular mediums of the largest circulations. Two of these



© Judge

If you sell something that makes a good Christmas gift, you have a wonderfully effective advertising medium in the Christmas Number of Judge.

The 175,000 copies of this special number will be read by many times that number of people—for humorous publications like Judge have many more readers per copy than other periodicals.

Full to overflowing with cheerfulness and color and the Christmas spirit generally, it gets—and gets for its advertisements—an unusual welcome from December 4 on all through the holiday season.

And those three weeks before Christmas are the weeks when 90% of the Christmas gifts are purchased.

\$315 per page; \$500 for three colors

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Boston New York Chicago

We Have Had War Maps Enough



Here is a peace map,—a peace and plenty map.

Oklahoma's farm production has a money value this year of \$425,000,000.00, which is produced by more than 200,000 farmers. This is \$75,000,000.00 more than last year, its banner year.

It is evident from these accurate figures that the Oklahoma farmer has money to spend.

The most efficient and economical means of appealing to the Oklahoma farmer is through the medium of the FARMER-STOCKMAN, with more than 100,000 net paid circulation, reaching 65,000 farm homes in Oklahoma and 25,000 in northern Texas.

Until January 1st, 1916, the rate is 30c. per agate line, —thereafter, 40c. per agate line.

Put Oklahoma on your map. Put the OKLAHOMA FARMER-STOCKMAN on your list.

THE OKLAHOMA PUBLISHING CO. OKLAHOMA CITY, OKLA.

REPRESENTATIVES:

| | |
|----------------------------------|-----------------------------|
| E. KATZ SPECIAL ADV. AGENCY | E. KATZ SPECIAL ADV. AGENCY |
| 15 East 26th Street, | Harris Trust Building, |
| New York, N. Y. | Chicago, Ill. |
| FRANKLIN L. MILLER | |
| Waldheim Bldg., Kansas City, Mo. | |

were strictly women's magazines and one is read largely by men. The others appealed to both sexes.

"We used full page space in magazines of the regular size and the same amount of space in the larger publications.

HOW FILM SALES INCREASED SALE OF PAPER

"Our initial campaign was on Ansco film but incidentally it also created a market for our Cyko paper. The copy was designed to induce inquiries and we received them in large volume. Our bid for inquiries was based on a definite merchandising idea.

"We urged amateurs to buy a roll of Ansco film, and after using it, to send the negatives to us. We in turn agreed to develop the film and make one print of each negative on our Cyko paper, without charge. This was not only a good inducement to try our film, but it also constituted a demonstration of both film and paper under the most favorable conditions.

"We were naturally more experienced and better equipped to develop and print pictures well than the amateur or even the majority of local professionals. Results were therefore often a pleasing revelation to the consumer.

"In addition, this demonstration harbored a little selling idea that reacted on local dealers and incidentally created a market for our Cyko paper. According to the terms of our offer to consumers, we made *only one* print of each negative. The consumer almost invariably wanted additional prints after he had seen the sample made by us. He would order them from a local photographer or dealer in supplies. The result was usually disappointing when compared to our sample. The most obvious explanation of this difference in results lay in the fact that the dealer did not use Cyko paper, which was generally the case at that time.

"The ultimate result was a demand for Cyko paper that was far-reaching in its effect. Previous to that time consumers had no particular knowledge of photo

printing paper, and did not specify any particular make in buying for their own use or in ordering prints from negatives. The demand for Cyko paper eventually became so strong that many of our competitor's dealer agents obtained it surreptitiously of our agents and used it extensively before that fact became generally known.

"We used this developing and printing demonstration idea in our advertising copy for two years. Now our dealers use the same plan locally.

"With our co-operation and guidance our agents have done much effective work locally in creating a market for our products as well as to focus the buying impulse of consumers that are influenced by our national advertising.

"The exclusive agency is an excellent incentive to procure maximum effort of that character from the dealer. He knows without question that his efforts to promote sales will accrue to his benefit and it is comparatively easy to convince him that aggressive methods are worth while if that task is undertaken in a systematic way and accompanied by practical helps and suggestions.

"There is another very interesting chapter in the history of the Ansco business which involved a question of patent rights that figured prominently in the company's long effort to secure a place in the sun.

THE GOODWIN FILM PATENT

"Back in the early days of photography, after the dry-plate process came into use in 1874, there was a widespread effort to produce a thin, rollable, transparent material that could be substituted for glass. The commercial development of amateur photography seemed to demand an improvement of that type. Various experiments with celluloid and other substances proved a failure.

"In 1887 Hannibal Goodwin, a clergyman of Newark, N. J., discovered a method for making film which he demonstrated conclu-

sively to executives of Scovill & Adams Co. Dr. Goodwin also submitted samples of his product to other photographic manufacturers prior to his claims being allowed by the patent office, where his application encountered opposition and delay.

"Among his difficulties was an interference proceeding with Reichenbach, the chemist for the Eastman Kodak Company. The Reichenbach-Eastman application did not reach the Patent Office until long after Goodwin filed his claim, but the case hung fire for eleven years, and then it was issued on an appeal to the Examiners-in-chief. When Goodwin finally got his patent, he had exhausted his resources, as well as those of his friends. It was then that the Ansco Company, through its predecessors, came to the rescue of Goodwin's rights. The result was the Ansco-Goodwin film made by the Goodwin Film & Camera Co., and marketed by the Ansco Company.

"The Goodwin company entered suit for infringement against the Eastman Kodak Company on December 15, 1902, and it took ten years and eight months to take testimony and secure a first decision in the District Court. A decision in favor of the Goodwin patent was soon afterward confirmed by the United States Circuit Court of Appeals. This decision carried with it heavy damages which went into the coffers of the Ansco Company, the stock of the Goodwin Film & Camera Company having been acquired by the former concern after it was reorganized under that name.

"While this good fortune added materially to the financial strength of the Ansco Company, it did not materialize until after they succeeded in securing distribution and consumer demand for Ansco products."

The final triumph of the Goodwin patent was due largely to the efforts of Mr. Lamoutte, who personally backed Goodwin in his effort to secure a patent and then promoted the formation of the Goodwin Film & Camera Co.

The story of the Ansco Com-

pany teaches a great lesson on the value of perseverance, for surely there are not many concerns that have had to struggle with so many vital problems. But after all the achievements of this concern are reviewed in comparison as to relative importance, one thing stands out as an essential factor in the company's ultimate success. It is *effective distribution*, and in that connection the most interesting feature of the business during the past few years is the fact that the selling end has outstripped the producing end.

Demand has exceeded supply in spite of all reasonable effort to keep pace with it.

Effective Work on the Consumer

The Goodyear Tire & Rubber Company is doing some unusually effective work among the retail distributors of its goods at present. Its newspaper advertising is "playing up" the names of the dealers, while the latter have also been supplied with circular letters for direct advertising work. An interesting feature of the latter is that the letterheads bear the name of the dealer, the Goodyear service station sign, indicated at the left, bringing in the tire proposition.

The letters are sent out to a list of the dealers' customers by the company, and feature the new "fortified" tire which the manufacturers have been exploiting recently. A special letter was devised for owners of large cars, and lists of such owners were secured from the dealers. The letter addressed to them was along special lines, and referred to the fine appearance which the new tire makes with a "luxurious touring car" such as that owned by the recipient of the letter.

"Corn Magazine" Changes Its Name

The publishers of the *Corn Magazine*, published at Waterloo, Ia., have changed the name of the publication to the *Corn Belt Farmer*. The change seemed necessary on account of the widened scope of the periodical, to cover the general farming field as well as corn cultivation.

Reynolds Resigns from Studebaker

B. J. Reynolds has resigned from the advertising department of the Studebaker Corporation and joined the Detroit offices of Frank Seaman, Inc. He was formerly with the Taylor-Critchfield Corporation of Chicago, joining the Studebaker Corporation three years ago.

Automobiles on the Farm



Among Orange Judd Farmer Subscribers

- 40% report they own automobiles.
- 40% of these purchased during the past 12 months.
- 36% of those not now owners say they are in the market.
- 10% of present owners say they are in the market for another car.

THESE FACTS—the result of an extensive investigation as to the ownership of automobiles among our subscribers—prove conclusively that *ORANGE JUDD FARMER* subscribers not only own automobiles in goodly numbers, but that those who do not are financially able to buy and are *right now* in the market.



Chicago, Illinois

125,000 Circulation Guaranteed

Its advertising pages will put you in touch with 150,000 of these prosperous central west farmers—over 55,000 in Illinois alone—and Illinois is a mighty good market for automobiles; in fact, it's a profitable market for anything and everything used in the farm home.

The above is but a brief summary of the investigation. It includes detailed information as to the different makes of cars owned, tires used, number of cars owned per family, makes of cars which our subscribers contemplate buying, etc., etc. Full details furnished on request. Want to see them?

ORANGE JUDD COMPANY, Publishers

Members of the Audit Bureau of Circulations

Headquarters 315 Fourth Ave., New York

1518-1526 Michigan Boulevard Bldg., Chicago

Oneida Bldg.
Minneapolis, Minn.

Candler Bldg.
Atlanta, Ga.

Myrick Bldg.
Springfield, Mass.



318,274

[Reported to Post Office Department, Oct. 1, 1915.]

Average net paid circulation of

The New York Times

DAILY AND SUNDAY

for six months ended September 30, 1915, 318,274

--a circulation which represents in one grouping the largest number of intelligent, discriminating and responsive readers ever recorded by a newspaper.

RECORD OF GROWTH

The circulation reports of The New York Times to the Post Office Department—as required by law—are as follows:

| | | |
|----------------------------------|--------------|---------|
| I. Report (average for 6 months) | Oct. 1, 1912 | 209,751 |
| II. Report | Apr. 1, 1913 | 228,534 |
| III. Report | Oct. 1, 1913 | 230,360 |
| IV. Report | Apr. 1, 1914 | 246,118 |
| V. Report | Oct. 1, 1914 | 259,673 |
| VI. Report | Apr. 1, 1915 | 298,248 |
| VII. Report | Oct. 1, 1915 | 318,274 |

CIRCULATION

THE NEW YORK TIMES

SEPTEMBER 30, 1915

One-Cent Circulation:
Metropolitan Dealers...210,911
Two-Cent Circulation:
Country Dealers.85,127
Mail Subscribers.30,727 115,854

Total Advance Sale...326,765

Advertising Mail List.. 348
Exchanges 111
Downtown Office..... 927
Main Office..... 1,075
Annex 900
Office Use..... 416

Total Net Circulation.330,542

*No Returns and
No Unsold Copies.*

1898—1915

THE NEW YORK TIMES

CIRCULATION RECORD

| | |
|--------------------|---------|
| 1898, October..... | 25,726 |
| 1899, | 76,260 |
| 1900, | 82,106 |
| 1901, | 102,472 |
| 1902, | 105,416 |
| 1903, | 106,386 |
| 1904, | 118,786 |
| 1905, | 120,710 |
| 1906, | 131,140 |
| 1907, | 143,460 |
| 1908, | 172,880 |
| 1909, | 184,817 |
| 1910, | 191,981 |
| *1911, | 197,375 |
| *1912, | 236,668 |
| *1913, | 253,340 |
| *1914, | 292,388 |
| *1915, | 330,542 |

**No Returns and
No Unsold Copies.*

The advertising rate of The New York Times, 45 cents per agate line, with circulation both Sunday and daily far exceeding 318,274, makes the cost less than one cent a line for each 7,000 circulation—the cheapest, as it is the best, advertising in the world.

The New York Times Leads All New York Newspapers in
Volume, as Well as in Character,
of General Advertising.

New Ways of Telling Old Stories in Letters

A Letter on Hyatt Roller Bearings That Assumed a Novel Guise—An
Analysis of Specimens Discarded by Busy Men

By W. Livingston Larned

I SAW a business man throw five letters into the discard without even opening them or investigating further than a hasty glance at the envelopes. I rescued those letters and opened them, with his permission and mounted them on card-board, for cold, dispassionate, unbiased analysis.

I wanted to know!

But, in the final reasoning of it out, this business man's own comments are of greatest and most significant import.

Of one letter he says:

"This one I did not read—nor even open, because, for a little more than a year, the same identical envelope, with the same identical printed insignia, addressed in the same identical manner, has been coming to my desk. At first I opened and read them, but the novelty wore off. I began to toss them aside, when especially hurried, with the mental observation: 'Oh! That's another one of those X. Y. Z. form letters.' I grant you that every blessed piece is well and entertainingly written and contains information of a constructive character, but the taint of the rubber-stamp signature is upon them. I think of it and of the painfully precise facsimile typewriting. I am prejudiced to start with.

"Admitting that a sane, well-balanced man of affairs should not need the other fellow to 'step into the envelope and seal it,' as our efficiency expert puts it, nevertheless, I imagine we are all rather primitive and childlike in our private, personal demands.

"We prefer that the letter be individually our own. We resent this wholesale method of approach. We simply will not treat the handbill school of correspondence as seriously as the letter John Smith, of Smith & Co., privately and

personally addresses to us. I am flattered in a mild way at the receipt of Smith's earnest solicitation. I unconsciously resent Brown's cold and casual printed appeal. This type of letter I find my busy self tossing aside, unopened, because of its very physical obviousness."

HYATT LETTER BORROWS ASSISTANCE

Of form letter No. 2, Mr. Business Man says:

"The trade story herewith set forth is intensely legitimate and valuable. The author of it has marshaled his facts and has marched them forth on paper in strict accordance to a business code. Like true soldiers they are lined up for my inspection—rigid, unbending, immaculate and dressed in the most polished diction. But just as I would not care to see a West Point drill every week in the year, so do I grow weary of the sameness of these letters. They never vary. They aggravate, perhaps because of their rigid adherence to rule and regulation. I would prefer to see a verbal dress parade one day, a sham battle the next, mimic warfare at another time and so on.

"Tell me your story, but shake up the dry bones of the commercial text. Get them out of their business rut.

"To illustrate:

"Hyatt Roller Bearings save power. By decreasing friction, they minimize the amount of 'juice' necessary to vitalize a factory. Specific figures are not difficult to collect. The Hyatt people have bushells of testimonial letters. By following precedent, the advertising department would simply strike off 10,000 form letters in facsimile typewriting, shrewdly attach a significant signature and let it go at that. Nor is

there a word to say against the business legitimacy of this. It is well enough in its way. I contend that the Hyatt scheme is *better*.

"Obtaining the business envelope and billhead of the electric light and power company in the town where a certain manufacturing enterprise had installed Hyatt Bearings, these enterprising gentlemen actually made out a bill in the conventional manner for 'Power Consumed, month ending so-and-so,' itemized and formally correct. At the foot of the bill a few crisp statements were handwritten, as if at the last moment, by someone who wished to empha-

or ratchets. Even publishers of standard works find it necessary to get out new editions—present these same old classic works, time-tried and honored, in fresh bindings, in new forms, with new illustrations and in new typographical dress."

PICTORIAL LETTERS

Of form letter No. 3, our business friend said:

"I receive on an average of 20 form letters a day. At least 15 of these are in facsimile typewriting and 10 per cent of the total run over into a second page.

"I cannot find time to read through this really aggressive

ALL BILLS ARE DUE AND PAYABLE UPON PRESENTATION. IF NOT PAID BY THE 10th OF MONTH IN WHICH BILL IS PRESENTED THE SUPPLY OF CURRENT MAY BE DISCONTINUED WITHOUT FURTHER NOTICE.

| | |
|----------|------|
| Folio | 6789 |
| Route | 12 |
| District | 4 |

CASHIER'S COUPON

| | |
|----------|------|
| Folio | 6789 |
| Route | 12 |
| District | 4 |

DO NOT DETACH

The Electric Power Company, Dr.

| COMMERCIAL POWER SERVICE | | For Electrical Energy consumed in kilowatt-hours | |
|--|----------|--|-----|
| Since 1/1/21 1915 | 3370 000 | | 000 |
| At 1/1/21 1915 | 1230 000 | | 000 |
| Net | 2090 000 | | 000 |
| Wait Hours | 00 | | 00 |
| <p>Saving if you had Hyatt Roller Bearings on the shafting — 15% —</p> <p>net 177 65</p> | | <p>209 00</p> <p>31 35</p> <p>net 177 65</p> | |

SEE BACK OF THIS BILL.

BILL USED AS ENCLOSURE TO SHOW JUST HOW A SAVING IN POWER CAN BE MADE

| Account Current | |
|--|--------|
| Balance | 209 00 |
| Saving by Hyatt Bearings on shafting 15% | 31 35 |
| net | 177 65 |

size the economy of the procedure. For this bill for power was not as large as previous bills and Hyatt Roller Bearings were responsible.

"My curiosity was piqued when I saw that envelope. The 'Light and Power Company' signature on it alone would have prohibited throwing away.

"The bill inside was quite as formidable, interesting and convincing. A vital fact had been presented to me—

"In a simple, brief way; in a novel way, in a non-controvertible way, in eye-compelling, physical form.

"I believe almost any business message can find new and inviting form. I believe men who dig for ideas can find them, whether it be for the exploitation of rate-cards

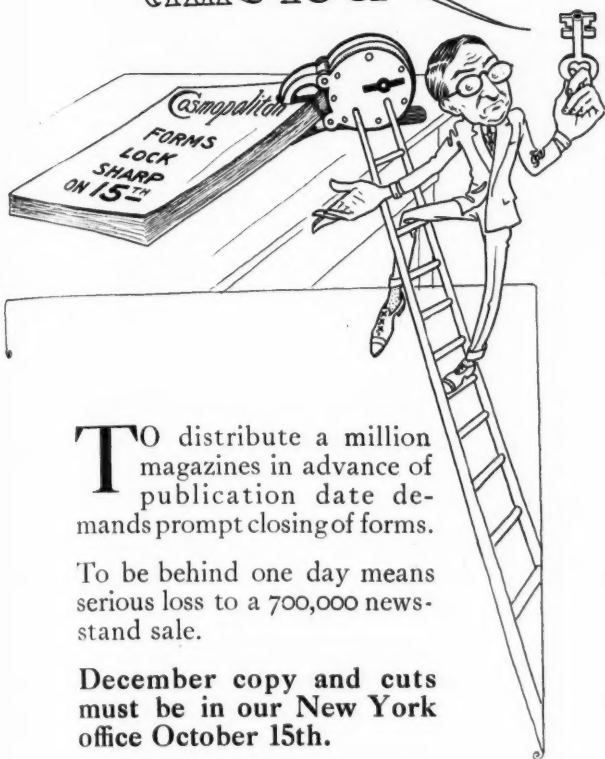
amount of correspondence. I might, if it were 'boiled down' for me. I might assimilate a greater percentage of it, if there was a more fluent, speedily grasped method of transmission. I believe in pictures—especially business cartoons."

Then he drew a packet of form letters and mailing-pieces, all sent out by well-known publications to exploit the intrinsic value of their advertising pages.

They had been thus preserved because of their unusual characteristics—their pictorial twists and turns.

One, especially, seemed to arouse his enthusiasm—an inexpensive letter, issued by the advertising department of a juvenile magazine, and while it was in every sense a "form letter," its attractiveness

A new time lock



TO distribute a million magazines in advance of publication date demands prompt closing of forms.

To be behind one day means serious loss to a 700,000 newsstand sale.

December copy and cuts must be in our New York office October 15th.

Don't make us make you miss a million sales opportunities at this season.

Please remember the time lock.

Cosmopolitan

and clever innovation overcame the usual objections.

These letters were written by little boys and girls and were reproduced in the crude, sprawling hands of their authors. The handwriting was legible, nevertheless, and the reasons for the periodical's popularity couched in no uncertain terms. Signed "Billy" and "Esther" and "Jimmy" and "Bessy," not even the most unsentimental old work-a-day coder could pass these letters without reading them.

They told the story in an entirely new and un-hackneyed language.

An illustrated weekly tops its form letters off with a "live news" photograph. It may be a dramatic view of the helpless, overturned Chicago pleasure-boat, or a scene in the bloody trenches of the Argonne. We only know that this letter was contained in the Business Man's packet as an example of the sort of "form letter" he thought well enough of to keep.

The recipient was securing in the news photograph, something he had not seen before—something tangibly constructive and interesting. He could learn from this letter. And all the while the pictures were a "sales argument" for a weekly featuring its pictorial service to the public.

If there be a moral at all in this one-man demonstration, it is:

"An excess of competition in form letters makes it expedient to devise clever, sensible, ingenious methods of conveying the message in unconventional garb."

W. J. Foss to Direct Pierce-Arrow Sales

W. J. Foss has been appointed to a newly created position of commercial manager by the Pierce-Arrow Motor Car Company, of Buffalo. He will have entire charge of sales, advertising, publicity and service. Col. Charles Clifton, the company's treasurer, will be relieved of his duties in the sales department in order to concentrate on finances and the duties enumbent on him as a director and chairman of the executive committee.

Since 1905 Mr. Foss has been a partner in the Foss-Hughes Company, Philadelphia, distributor of Pierce-Arrow cars.

Tobacco Products Corporation Acquires Natural Cigarettes

SCHINASI BROTHERS, manufacturers of Natural Cigarettes, have sold their interests to the Tobacco Products Corporation, according to a report in financial circles last week. The sum involved is said to approximate \$4,000,000. When asked by a PRINTERS' INK reporter to verify or deny the report, Leon Schinasi declined to make a statement.

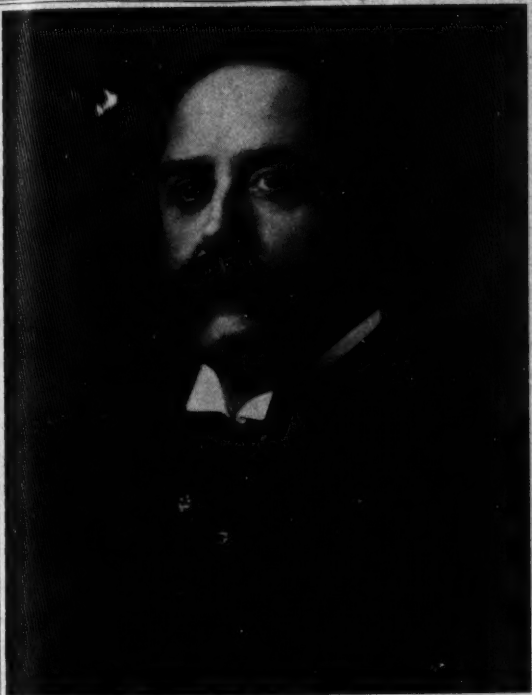
It is common knowledge in the tobacco trade that overtures were made by the Whelan interests for the purchase of Schinasi Brothers as far back as 1913. At that time the Schinasis held out for \$6,000,000.

With the addition of Schinasi Brothers business the Tobacco Products Corporation will control six tobacco companies. The number includes the Melachrino Company, Surbrug Company, Stephano Brothers, the Booker Tobacco Company, Schinasi Brothers, and the Nestor Company. It is stated that the Melachrino Company will show net earnings this year of \$300,000 which will be available for common stock dividends. The earnings of the other companies will be added to those of the Melachrino Company.

Among the brands of cigarettes controlled by the corporation are the Milo, Melachrino, Nestor, Rameses, and Natural. The first four brands have been advertised, but no campaign is running now. Natural Cigarettes are being advertised in the New York newspapers.

Representatives' Club Discusses Affiliation

At a meeting of the New York Representatives' Club held last week the members discussed the proposed affiliation with the Advertising Men's League. There was some doubt as to the nature of the affiliation, some believing the club should enter as an organization, and others urging that representatives should enter as individuals. The matter was laid over until the next meeting for further discussion.



BUILDERS *of* AMERICAN BUSINESS

GEORGE M. HENDEE, PRESIDENT AND GENERAL
MANAGER OF THE HENDEE MANUFACTURING COMPANY

"I have been a devout reader of **SYSTEM**, the Magazine of Business, for many years, and have never failed to get good and valuable ideas from every issue.

"It would be hard to determine just how great a factor **SYSTEM** played in the up-building of our Indian Motorcycle business, but it had a bearing on our success, unquestionably."

Geo. M. Hendee

NUMBER XXXII in the series of portraits of readers of **SYSTEM**



Over 2,000,000

Circulation

Let Us Prove

The particular method by which the American Sunday Magazine is distributed offers the advertisers the following unique and decided advantages:

First : Whereas from 50% to 76% of the circulation of the average magazine is bought at a news stand or on the street and may or may not be taken into the home, **90%** of all the American Sunday Magazine circulation is **delivered in the home.**

Second : The American Sunday Magazine is delivered in the home on the one day of the week on which the whole family is most free and most inclined to read—and always being the newest periodical in the home on that day, there is every incentive and opportunity for reading it most attentively and most thoroughly.

Third: Thru its method of distribution, the American Sunday Magazine obtains a concentration of circulation that it has never been possible to even approach thru any other method of magazine distribution.



Over 2,000,000

Circulation

-III.

Fourth: This concentration of circulation is in territories where the great majority of advertisers have their most complete distribution so that a maximum per cent of the interest their advertising arouses can be readily "cashed in on."

Fifth: This concentration of circulation which frequently amounts to one out of every two, three or four of all of any given dealer's customers, gives a concentration of consumer interest and demand that that dealer can definitely feel as a real factor in his sales.

"The Evidence In The Case" is evidence—not argument—on these points.

We would be glad to submit it to you in typewritten form to analyze at your leisure.

The American Sunday Magazine

CHAS. S. HART, Advertising Manager

220 FIFTH AVENUE
NEW YORK CITY

911 HEARST BUILDING
CHICAGO



IDEAS

are the base on which all successful advertising is built. We are equipped to produce the ideas for illustrating your advertising — or to carry out your own ideas to the most successful result. Many of the most successful advertisers are using our services every day.

CHARLES DANIEL
FREY
COMPANY
Advertising Illustrations

MONROE BUILDING
CHICAGO

The Autobiography of a Repeat Order

Compiled from Original Sources

By James D. Adams

I WAS born shortly after a stormy directors' meeting. It seems that on this occasion alarming conditions were discussed. The goods were not selling; markets were slipping away, competitors were driving ruthlessly into territory once securely held.

One of the directors was a man given to reckless thought—something of an iconoclast, I am told—regarding sacred precedent and the divine wisdom of majority stock owners; a man of rough speech and little dignity. As the directors' meeting was drawing to a close, he is reported to have blurted with unseemly vehemence, "No wonder we are losing out. If dry rot was powder we could blow up our competitors, but it ain't and it's all the ammunition we've got. Why don't we speed up? Let's forget that we are doing the public a favor by permitting it to have our goods and try to sell them for a change. Fire that retired pencil-sharpener we call a sales manager, cut down the pension roll. Get some brains into the force."

This was bad enough, but heated by his own eloquence, he gave voice to the final imp'ety, "why don't we advertise?"

A storm of protest arose. The deceased founder had always held advertising in abhorrence. It was not in keeping with the prestige and dignity of the concern. They never had advertised.

"Who will pay for it?" screamed the treasurer, waving his depressing annual report.

"Our goods are already known in every civilized country," said the Boss, ponderously.

"They may be known, but they ain't being bought," retorted the cause of the trouble.

"We might get out a circular letter to the trade," suggested the pacific member of the board timorously. And so it was voted.

The only response to the letter, I am told, was a kick from a small dealer in Texas concerning a delayed shipment, but the Boss, who had written the letter, and was secretly proud of it, assured the treasurer that returns from advertising were never immediate; it was the cumulative results which counted.

The fever was now in their blood and they fell an easy victim to a convincing youth who sold them a considerable number of ten-cent watch-fobs bearing the trade-mark, which were mailed to a selected list of presidents of wholesale houses, with a letter that courteously hinted at the desirability of increased orders for spring.

THE ADVERTISING IDEA SPROUTS

Following a spirited debate at the next directors' meeting, it was decided, not without misgivings, to insert a card in several trade-papers; and in course of time, through the sheer momentum of this new force which had been grafted onto the business, the card expanded to display advertisements occupying one-half of an entire page. It was even discussed that a complete page should be purchased in a convention number, but other counsels prevailed.

Now, however, the Boss was confronted with unexpected problems. It seemed that a certain appliance called a cut was much in demand in advertising. Also several dealers sent in requests for a similar device referred to as an electrotype. The Boss was willing to assume the broader tasks relating to advertising, but these petty details annoyed him. The upshot was that a young man was engaged who rather presumptuously signed his letters "Adver-

The Dollar Spot on the Map

is *Minnesota* and *The Dakotas*. These states and the rest of FARM, STOCK AND HOME'S territory are again to the front with bumper crops!

Farm. Stock & Home

MINNEAPOLIS, MINN.

"The Foremost Farm Paper of Minnesota"

must be used if you are going to get your share of business from these crops.

Farm. Stock & Home

based its 50 cent flat rate on 115,000 gross circulation beginning September 1st, 1914. Nobody complained.

The average circulation of FARM, STOCK AND HOME from September 1st, 1914 to August 15th, 1915—the first year of the 50 cent rate—was

124,583

The August 15th, 1915, issue was 131,000 or nearly 14% over the guarantee.



REPRESENTATIVES

Chicago

J. C. Billingslea...1119 Advertising Bldg.

New York

A. H. Billingslea....No. 1 Madison Ave.

St. Louis

A. D. McKinney. Third Nat'l Bank Bldg.

tising Manager." This young man was without experience, and was forced to lie about his salary, but fortunately was possessed of considerable activity and daring.

He took much for granted. One morning the Boss was shocked by reading in his trade-paper an advertisement he had never even approved, much less written. It was couched in a tone of distressingly lower dignity and decorum than had distinguished previous advertisements. The young man was rebuked, but the Boss was unexpectedly called away on a trip of several weeks' duration, and on his return found it inconvenient to resume control of advertising policies.

The young man now entered upon a deliberate conspiracy, fraught with consequences which even he could not have anticipated. He secretly consulted with a professional advertising expert called an agent.

For many evenings at the hotel these two labored over their plot, sustained by expense-account, cigars and what-not. The superintendent was occasionally beguiled into these meetings, lured by aforementioned refreshments, and answered impertinent questions by the thousand, for he was proud of the business and liked to talk about it. In this way the agent soon acquired a jargon of the shop which even to the advertising manager was uncanny.

THE PLAN PRESENTED

At last Der Tag arrived. It was the annual directors' meeting. The advertising manager had obtained permission from the president to present the plan.

I have never succeeded in getting a very clear idea of just what happened after that because of a white intensity of emotion which seemed to cast its spell on those present from the moment the agent was introduced by the young advertising manager. He began by drawing a gloomy picture of the gradual decline of the concern. He pointed out the causes of that decline. He placed on the long table samples of competing goods and showed the

qualities which had won popularity. He read depressing letters from many jobbers and retailers regarding the status of the goods. He presented reports of an investigation among consumers in many States, the tenor of which was that said consumers neither knew of nor wanted the goods.

And then when the president was about to ring for the porter to remove this insolent person, the agent changed the tone of his story. Laboriously, block by block, he built before their eyes a structure of great strength and beauty. Step by step, he modernized the goods, created markets of dazzling extent, re-created sales policies, built new factories, and, quoting actual figures extracted from the lubricated superintendent, he cut down the cost of production until the total dazed while it convinced.

And lo! when he had finished, this structure was but the reincarnation of their own business. There it stood, real, logical, inevitable—from foundations to pennant waving on the tower.

The treasurer was first to recover. He is a narrow man, little touched by visions. "What will it cost?" he muttered.

"Never mind what it will cost," snapped the agent, crashing his fist onto the table so that the pacific director jumped nervously. "Let me ask you a question. What will it cost if you go on as you are doing for many years more?"

That was the crisis. The rough director, who appeared in the opening of this story, took the floor and expressed himself with a directness and brutality unusual even for him, and then he put a motion which to the horrified treasurer was tantamount to handing over to the agent the combination of the safe and authorizing him to sign checks.

Then and there, in that atmosphere surcharged with high resolve, I was born.

The first weeks of my existence were lively ones for all. I became a chief center of activity and the whole establishment was reorganized to accord with my needs.

Hardly was the ink dry on his contract before the agent had sent a wire to his office, and on the following morning there descended upon us a group of young men of frivolous manner who smoked cigarettes constantly in forbidden places and drove our elderly sales manager and the superintendent nearly crazy by asking questions which could not be answered.

ADVERTISING IN THE MAKING

It seems that these young men were merchandisers, copy-writers and artists. They stayed two days, leaving on the late night train, and on the following day the advertising manager d'd not come to work until after lunch.

Then four of our branch managers were called in to confer with the agent, and much to their surprise were allowed to explain what was the matter with the goods. To his credit be it said, the superintendent listened to them and summoned his designers to the conference with the result that the goods were then and there modernized in design and usefulness.

A few days later the agent reappeared with an entirely new set of labels which in spite of their strength and beauty, horrified the president because the trade-mark was omitted. This trade-mark had been designed by the founder himself and consisted of two worlds laced together with a ribbon bearing certain Latin words. Above the worlds were two clasped hands, and below was an anchor. The agent finally compromised by adding the anchor to the new labels, although it has since been overlooked.

This little set-to concerning the labels was nothing, however, to what occurred the following week when the agent again appeared with a large portfolio of drawings and many typewritten sheets. This exhibit drove the advertising manager into ecstasies, but the president and superintendent nearly succumbed. Not in a single instance were the goods correctly drawn. In one case a lever had been omitted, three screws were lacking in another and cer-

tain convolutions of the base-line were distorted in all. The agent patiently explained that these were merely sketches, but the superintendent left in disgust and has never wholly recovered faith in the work.

The consideration of the typewritten sheets was equally trying. The frivolous young men who had written them had omitted all mention of the date on which the business had been founded, the number of acres of floor space, the pet phrase of the president which referred to the honesty of the goods, and no mention was made of a chemical formula which had much to do with the quality of the product. These facts had been the basis of the advertising which the president had formerly written for the trade-papers. A complete set of these early efforts had been solemnly extracted from the president's private file and loaned to the frivolous young men and the president sternly demanded the reason why they were ignored. The agent made copious notes regarding the president's views, but I fear he must have lost them.

On his next visit the agent brought the advertisements all beautifully engraved and set and mounted on heavy tinted cardboard. Curiously enough, the president was delighted with them and kept them in his office all day so arranged that everyone who came in could see them. His manner in showing them casually to the treasurer and several directors subtly conveyed the impression that he had had much to do with their production. At closing time the advertising manager recovered the advertisements and promptly scrawled a small emblem on the lower right-hand corner of each. Whereupon the advertising manager and the agent shook hands with deep emotion and departed for the hotel. On the following day the advertising manager did not get to the office until after lunch and appeared somewhat relaxed during the entire afternoon.

In the meantime an unwanted activity pervaded our office. New

(Continued on page 67)

THE AYER & SON ADVERTISEMENT (Concluded)

ufacturers in the same line should be different. Yet the similarity of Minnesota advertising is particularly noticeable in that of her flour mills. It is hardly wise to rely on the beauty or cleverness of a picture alone to influence a consumer's preference—especially if a competitor is publishing pictures of equal effectiveness.

In our humble opinion Minnesota advertising, good as it unquestionably is, could be diversified to the decided advantage of the advertisers.

Now, a word about Minnesota flour. The magnitude of her production of this staple is, we believe, but slightly appreciated. Minneapolis alone possesses twenty-three flour mills with a daily capacity of seventy-five thousand barrels or more. Figured by the year, these mills furnish material for about four billion loaves of white bread.

A great percentage of the flour of Minnesota goes to the consumer indirectly via the loaf of bread, and the amount of flour bought by the housewife for domestic use is only a small part of the total production.

Would it not seem, then, that the advertising of these flour manufacturers, which is almost entirely directed to the consumer, is neglecting an important field?

How about educating the baker to the advantages of supplying his customers with bread baked with a certain kind of flour?

We have no patent schemes to propose in this connection. However, a great yeast manufacturer with whom we are associated and who has necular problems in dealing with the baker and the housewife, tells us that we have rendered great assistance in helping to solve these problems.

And so we have been thinking that we might be very helpful to some of Minnesota's flour manufacturers in this direction.

In devoting so much of our space to the advertising of Minnesota and her flour industry, we have denied ourselves the opportunity to adequately treat of her

manifold products and varied manufacturing accomplishments.

Her lumber products alone, in which she is one of our leading States, make her wealthy, totaling an annual value of forty odd millions of dollars.

She is a greater packer of meats than most of us realize, her resources in this line yielding many millions of dollars annually.

In dairy products Minnesota ranks high, standing among the leaders in her butter output, and as a producer of iron ore she holds first place.

Printing and publishing holds an important place among Minnesota's industries. Between 1899 and 1909 this business increased nearly one hundred per cent and it is steadily on the gain.

The twin cities of St. Paul and Minneapolis form the metropolitan center of the Northwest. These two cities combined have a population exceeding half a million, and in their progressive vigor they are not surpassed by any American cities. Altogether, Minnesota is a great and growing State, with as many uncultivated as cultivated opportunities. Her potentialities are only limited by her enterprise, and we believe that she has the enterprise to finally take advantage of all that she has to offer the world.

There are many large advertisers in Minnesota, and many others who are in the growing stage. The success that these manufacturers have gained through publicity should be a stimulus to others to join their ranks. There are any number of latent advertising possibilities in this great State, and Advertising Headquarters would like the opportunity to nurture them.

We are well equipped to serve any Minnesota concern advertisingly. We have the experience which enables us to intelligently tackle the problems in all lines of merchandising, and our Chicago office forms a quick and sympathetic point of contact.

N. W. AYER & SON
PHILADELPHIA

NEW YORK BOSTON CHICAGO

The Biggest Thing in the Northwest

Another advertisement elsewhere in this magazine tells something of the wonderful resources of Minnesota.

The biggest thing in Minnesota and the adjacent Northwestern States is agriculture. It is the foundation of all business in the Northwest.

It is scientific, diversified agriculture—a kind that produces lasting profits and builds up a farm population that is stable, enterprising and educated.

The biggest influence in Northwestern agriculture now, and during the last thirty years, is and has been **THE FARMER**. Not because it reaches more farms than other farm journals; not because it carries more advertising, but because early in its career it learned how to do constructive editorial work and has kept at it ever since.

When you meet a reader of **THE FARMER** in the Northwest you are meeting a farmer who knows that **THE FARMER** helps him make his farm a better farm and his home a better home.

Fifty per cent of all the farmers in Minnesota read **THE FARMER** regularly, and in addition to this it reaches seventy thousand equally enterprising farmers in the Dakotas and adjacent Northwestern territory. To get the biggest results out of your advertising in this big Northwest you must use its biggest farm paper.



Minimum Guaranteed Circulation, 140,000

WEBB PUBLISHING CO., Publishers
St. Paul, Minn.

G. W. HERBERT, Inc.
600 Advertising Bldg.
Chicago, Ill.



W. C. RICHARDSON, Inc.
41 Park Row
New York City

Member Audit Bureau of Circulations

girls appeared who pored over great volumes and wrote on numberless small cards. From the back room came the sound of ceaseless grinding from new machines which poured forth envelopes and letters by thousands. Great boxes appeared in our shipping-room, containing folders, booklets, cards, signs and posters until the shipper threatened to resign.

But the advertising manager went about with a strange light shining in his eyes.

THE CHRYSLIS TRANSFORMED

And then the Great Day arrived. When the president got down, he found opened on his desk a large periodical. And staring up at his fascinated eyes was the name which meant to him religion and faith and all earthly things. And a vision came to him of millions of people seeing that name and learning of the idealism and strong courage for which it stood.

Besides the periodical was a telegram from the agent which said, "Congratulations on the biggest day in the history of the business."

Presently the treasurer came in with a copy of the periodical and asked how much the advertising cost.

On the following morning the mail boy entered the office with his mailbag bulging with unfamiliar letters such as women write. The advertising manager seized the bag and emptied its contents on his own desk whereupon he personally opened and read each letter, although the wording of them all was practically the same. Then he carried the lot to the president who likewise read them.

Each succeeding mail added to the flood of these letters and the office hummed to the tune of many typewriters.

The treasurer was heard to grumble that he didn't see much money in them, but he spoke to unsympathetic ears.

On the third day the president received a letter from a large jobber whom we had never been able to sell congratulating him on the advertising and suggesting that a

salesman call. Scattered through the mail were letters from retailers asking for details.

That was a year ago.

Yesterday we held a directors' meeting. I was present, as was also the agent. It was a very pleasant meeting. The president took the advertising manager off in a corner and said something to him which made him turn pale, and then rush into the telephone booth where he called up his home and repeated to his young wife what the president had said.

The agent and the advertising manager dined that night at the hotel, but the young wife was with them, and this morning the advertising manager got down to work on time.

Is This the Explanation?

SALEM, ORE., Sept. 15, 1915.

Editor of PRINTERS' INK:

A few months ago these names were unknown except to a very small percentage of the world's people. To day they are familiar throughout civilization. Why?

Przemysl
Ramskapelle
Ivangorod
Novogeorgievsk
Termonde
Eecloo
Rzeszow
Slawatycze

Isonzo
Narcw
Kovno

HARRY TALMADGE.

Schulte Cigar Stores Branch Out

D. A. Schulte, of the A. Schulte Cigar Stores, has begun personal inspection of Western sites for the expansion of his concern. There are at present 48 Schulte stores in Manhattan, Brooklyn and Newark, but it is the aim of Mr. Schulte to extend his operation until 150 establishments are in the organization. Although the Schulte stores are in the newly formed Tobacco Merchants' Association, Mr. Schulte has emphasized the fact that his corporation will continue to be operated independently of any other. That policy will include in its scope all matters regarding the prices of goods.

"Southland Farmer" Appoints Kohn Representative

The *Southland Farmer*, La Porte, Tex., has appointed Geo. M. Kohn, of Atlanta, Ga., its representative for the Southern States.

U. S. Consul Helps Distribute American Advertising

Representative at Patras, Greece, Sends Out Trade Papers to Local Firms Interested — How the Custom Might Be Extended, without Becoming Too Great a Burden

"IS there anything new," a PRINTERS' INK representative asked Wilbur J. Carr, Director of the U. S. Consular Service, "in that scheme of A. B. Cooke's, Consul at Patras, Greece, for helping along American advertising by distributing American trade journals to importers and merchants in his territory?"

"There is and there isn't," was the reply of the head of our Consular Service. "Of course it is no new thing for our consular officers to have on file in their offices copies of American trade journals and even to loan such publications to business men in their districts, calling attention to advertisements that might prove of interest, but I do not know that any consul has heretofore put into execution a systematic plan such as that of our representative at Patras for regularly distributing American trade journals."

The plan introduced in Greece, it may be added, is one whereby back numbers of American trade papers instead of being stored away in the consulate, are given an active circulation where they will do the most good. As soon as the current issue of any journal arrives the back number of that periodical is removed from the reading table at the consulate and after being stamped "Compliments of the American Consulate," is sent out to some local firm interested in the field covered by the journal.

"Our desire," explained Director Carr, "is to show the greatest possible latitude with respect to the use of our consular machinery for advertising American goods. Of course, we have to draw a line sometimes. Only yesterday a man called upon me and

unfolded an elaborate mail-order scheme to cover various countries. He wanted our consuls to obtain lists of names of possible or prospective customers in the various countries and to distribute his advertising matter on a rather extensive scale. To that proposition I had to say no. I told him that if he were the only person making such a request we might try to comply, but he is only one of dozens of applicants and if our consuls attempted to undertake all such commissions they would have time for nothing else.

"There is not a consulate or consulate-general that hasn't either a room or a part of a room set apart for the filing and display of catalogues and trade papers—so arranged that the publications may be consulted at any time by local merchants and others interested. The consular officers do even more in this direction; they call the attention of business men in their respective districts to advertisements that might prove of interest and they loan catalogues."

"Could a good thing be made better," queried the PRINTERS' INK representative—"would the benefits be increased if to each consulate were sent not merely a single copy of a manufacturer's catalogue and one copy of each issue of a trade journal, but several copies, so that the consular officer would have copies for simultaneous distribution?"

"Yes, I am inclined to think that would be a wise move," was the rejoinder of the head of the Consular Service. "Of course, if everybody pursued that course we might have to call a halt, as in the case of the mail-order man who wanted us to distribute his advertising, but for the time being there is no such danger and I am inclined to think that firms would benefit by sending more than one copy to each of the 289 consular offices. As to trade journals, however, we are hampered in that we have no appropriation that can be used to pay for subscriptions. We are permitted to subscribe for one local newspaper and one American newspaper for each consulate, but that is as far as we can go."

Super Calendered Papers for
Color and Black
Half Tone Printing
of Quality

Clarke & Company

225 Fifth Avenue

New York

Sales Agents for
Crocker, Burbank & Company
Fitchburg, Mass.

Color Work that Increases the Sales

"Ah! This is good."

HEINZ SPAGHETTI

Ready-cooked with
Tomato Sauce and
Special Cheese

57 Just heat and serve




Miniature reproductions of a few well-known car cards. Don't they suggest package slips or poster stamps above the ordinary?

HEINZ BAKED BEANS

Actually
Oven-baked

57



Courtesy H. J. Heinz Co.

The Process nearest approaching a faithful reproduction of the form, the good looks, the individuality and the color of a product is the

QUADRI-COLOR COMPANY—COLOR PRINTERS & B...

QUADRI-COLOR COMPANY—COLOR PRINTERS & B...

the salesmanship of Printed Matter



With our large equipment we are able to give especially quick service to large fashion catalogue publishers who are compelled by style conditions to work on short-time schedules.

*Courtesy
Home Pattern Co.*

QUADRI-COLOR PROCESS

& BROS. 306 EAST TWENTY-THIRD STREET, NEW YORK





QUADRI
COLOR

REPRODUCTIONS

are so attractive as to give some the impression of high cost. They would be very expensive if an organization of experts were not concentrating on this specialty and constantly improving methods and equipment, thus reducing costs by bettering the product.

On account of our large output you will find the cost of the Quadri-Color work less than the work of houses with less experience or a more limited equipment.

Write us now about your work.

*See exhibit of color work
on two preceding pages.*

QUADRI-COLOR COMPANY

Color Printers and Engravers

306 EAST TWENTY-THIRD STREET

NEW YORK CITY

Novel Twist in New Clothcraft Copy

Joseph & Feiss Company Takes Back-seat in National Advertising and Lets Dealers Do the Talking

WHEN the Joseph & Feiss Company, of Cleveland, maker of Clothcraft Clothing, startled advertising observers three years ago by running retail copy in national mediums, not a few outsiders thought the company was wasting its money. When the company went so far as practically to omit its name on last season's ads the wise ones passed it off as one of the blunders a firm makes before it learns better. But tolerance turned to curiosity when the new Clothcraft copy began appearing a few weeks ago, with the company still using retail copy, still minus the signature, and this time with the dealers writing the copy, and signing it, too!

The copy was devoid of young men all rigged out for the ball game or strolling down the boulevard, yet PRINTERS' INK is told by Charles E. Percy, the advertising manager of the company, that it has already made good; that dealers all over the country are writing in commenting upon it; that 85 per cent of the dealers are using the special helps to tie up to the campaign, and that it is doing what was not expected—opening up new accounts directly on the strength of the consumer advertising. "We have had several cases where dealers have written in asking to put in our line," said Mr. Percy, "where we have reason to believe nothing else except our consumer advertising prompted them to do so."

From the way Mr. Percy spoke it was quite plain that the wish was not father to the thought. More than that, as he went over the campaign step by step so that readers of PRINTERS' INK might profit from his experience and observations, it became obvious why the copy was successful—if that rather overworked word can be used without endangering its meaning.

"I want to say at the start," said Mr. Percy, "that all our ad-

vertising copy and plans are the result of a conference with our agents and several members of our firm. By means of these weekly conferences we strive to keep the issue clear, and above all keep away from any office-chair delusions. We also work to keep ahead of the times, naturally, and get out of the rut into which we believe clothing advertising has fallen.

A HOOK THAT LANDS THE DEALER

"It has always been our idea that whatever advertising we did was for the direct benefit of our dealers, our own profit being indirect. As you know we have worked that idea out crudely in national mediums during past seasons. By signing our advertisements 'The Clothcraft Store in Your Town' last season we were able to go to a dealer and tell him: 'See this campaign, Jones? Well, it's *your campaign*. Over 34,000 of these advertisements will come into this State, a good percentage of them will come right into this town, and every one that does come into this town will sell goods for The Clothcraft Store in This Town. It is just as complete as though it were signed with your name. In fact it is signed with your name—so invest a few dollars in newspaper advertising and make yourself known as The Clothcraft Store in This Town.' And they did it—at least over half of them did, which is a pretty good batting average when it comes to getting dealer co-operation.

"This plan worked out so nicely last year, and we were able to get such unusual co-operation from dealers anxious to hook up to *their* national advertising, that we sought ways of strengthening the appeal this season. We could think of no better plan than to let the dealer himself appear to have written the copy, and signing it as we did last season. 'The Clothcraft Store in Your Town.'

So you will notice throughout the copy that it is the dealer that is doing the talking."

And with that Mr. Percy showed one of the new Clothcraft Ad Books, which ought to make almost any dealer's cash drawer tingle. It is chock-full of advertising suggestions, the whole making a cloth-bound, loose-leaf book of about 150 pages, the size of a desk blotter. He opened the book to the section describing the campaign.

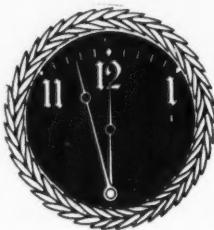
"You will notice all through this copy that we have used the third person and utilized every opportunity to introduce dealer flavor. For example, take this advertisement, 'Little Things That Count'—notice the second paragraph: 'We dealers know that the makers of Clothcraft Clothes were the first to put science into clothes-building.' Again you will find it in the copy to run in the farm journals, and, by the way, we have increased our list this fall, due to the great strides being made in developing the small-town dealer toward a greater appreciation of national advertising. Most all the closing paragraphs in the farm copy read: 'Come to the store and see for yourself.'"

The symbols, which take the place of the usual advertising illustrations, are also changed for

the farmers to give the copy a farm atmosphere. These symbols, like the use of the third person in the copy, are by no means a happen-chance, but are all a part of the plan. The idea of using them was born by the desire to get away from the illustration of a young man wearing a suit of the advertised clothes.

"In our past advertising," said Mr. Percy, "and also the advertising of the Stein-Bloch Company while I was with them, we tried a great many times to get real selling value into our illustrations, but found it very difficult, if not impossible, to do. The nearest we could come was the actual photograph, and even that is always under a handicap alongside the work of some skilled clothing artist. We have tried to feature talking points in the making of the garment, testimonial stunts and so on, but none of them seemed over-successful. So this year, rather than go back to the well-groomed-youth idea and having our copy lost in the crowd of well-groomed youths, we decided to get about as far away from custom as we could and adopted the symbol idea, as you will see.

"Our theory in connection with the use of the symbol is that it serves the purpose of attracting attention, without holding it. In other words, we



Little Things That Count

Big things grow out of knowing how to do little things in the one best way.

We dealers saved on makers of Cloacil of clothes—were the first to proving that into clothes building. "ty. sixty-nine years they have kept true to one goal—building the best possible medium-priced clothes for men and young men.

You can't appreciate the result without seeing it. Come in and try on "4130" Blue Serge Special at \$18.50, or the lighter weight "5130" at \$15.00.

The Clothcraft Store

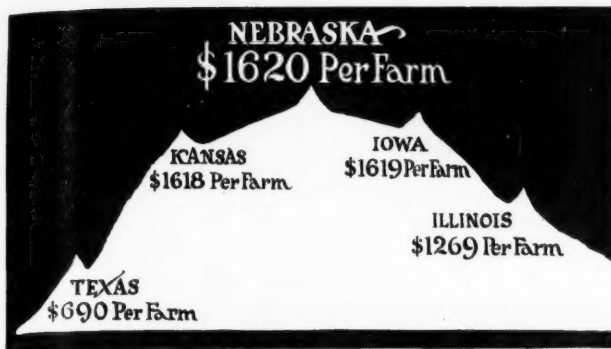
(IN YOUR TOWN)

CLOTHCRAFT ALL WOOL CLOTHES
\$10 to \$25 Ready to Wear

Made by The Joseph & Feiss Company, Cleveland



COPY IN NATIONAL MEDIUMS
IN WHICH DEALERS DO
THE TALKING



The Peak of Farm Production

Taking the five states leading in total estimated value of 13 principal crops for 1914, computed by the Department of Agriculture, viz.:

Nebraska, Kansas, Iowa, Illinois, Texas—

We find the crop wealth produced, **per farm**, to be as indicated above—Nebraska leading.

All are great states in farm wealth. But Nebraska's **great acreage per farm** gives the state its leadership in **production per farm**. This results in a consequent greater purchasing power per family.

Nebraska is **easy to reach**, **easy to influence** in favor of better merchandise, and comparatively **easy to sell**.

Your advertising will make good in Nebraska

This Advertisement is published under the auspices of the Nebraska Publishers' Bureau.



ENQUIRIES COME FROM ALL PARTS OF THE WORLD FOR THE BEST QUALITY ONLY

A REGULAR and long-time advertiser in "PUNCH," writing that he is not seeking personal publicity but merely making a *Statement of Fact*, due to "PUNCH" in common courtesy, says:

"Your sureness as to the value
"of 'Punch' may be readily for-
"given when one has found by
"the test of actual experience
"that enquiries came from all
"parts of the world for the best
"quality only."

¶ If you sell high-class goods or desire high-class custom you should remember that here is spontaneous and unsolicited testimony from an actual user of space in "PUNCH" that his advertising in "PUNCH'S" pages brings him enquiries from *all parts of the world for the best quality only.*

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E. C., England



want the reader to single out the ad because of its illustration, and read it because of its copy. We want to have the copy, and not the illustration, hold his attention and interest. We think the symbol does this."

And it must be admitted that the new treatment produces an ad that stands out in a crowded page. If nothing else it is different. The ad is still further set off by omitting the border rule, which gives added white space, for single column ads in the large-size periodicals can only be placed next to the margin.

But the point about this Joseph & Feiss departure that can well be borne in mind by other advertisers with suitable selling plans is that the copy is the dealers', written and signed by them. More dealers are ordering and using Clothcraft dealer helps than ever before, and it is reasonable to suppose the new style of advertising is largely responsible.

Consumer Campaign for "Watersprite" Dress Shields

Twelve women's periodicals, beginning with the November issues, will carry the advertising of Kora "Watersprite" Dress Shields. There will be, also, local co-operative newspaper advertising by dealers.

H. Sumner Sternberg, Inc., New York, is in charge of the account.

Death of Dr. R. R. Williams

The Rev. R. R. Williams, editor of the *Iron Age* for nearly 30 years, died September 30 at his home in Glen Ridge, N. J., aged 73 years.

For 14 years prior to 1883 he was a minister in the Dutch Reformed Church, leaving the ministry in that year to join the staff of the *Iron Age*, which his father founded.

Who's Who Among Chicago Farm Paper Representatives

The John M. Branham Company, publishers' representative in Chicago, has issued a list of farm papers of the United States and Canada having Chicago representation, together with the names of their respective representatives.

Peabody Transferred to Cleveland by McCann

A. S. Peabody has been sent from the New York office of the H. K. McCann Company to assist L. W. Ellis, manager of the Cleveland office.

More Advertising the Remedy for High Selling Cost

It Is the Heavy Advertiser Who Has the Lowest Percentage of Selling Cost—"Two-legged" Advertising Recommended for Closing Sales Begun by Educational Work

By Chas. C. Casey

IN a certain office specialty organization the gross selling expense was approximately 60 per cent—40 per cent trade discount to dealers and approximately 20 per cent to sell the dealers.

On sales of a million a year, the cost of sales in this organization was approximately \$600,000 a year.

The concern had been operating on an "economy" basis: "Advertising is too expensive for us," the head of the concern argued. "Our salesmen sell the goods, anyhow, and we don't need advertising."

Finally, however, he "short-circuited" himself into the presence of a salesman who sold him some goods.

This salesman, who also happened to be an advertising agency man, sold him on the fact that he was advertising — was putting \$600,000 a year in advertising.

All selling expense is advertising, in the last analysis, because the purpose of selling expense is to create a demand which will take a factory output constantly.

Almost always sales make sales. Of course, there may be lines where there can't be repeat orders and where no user would recommend the goods to others, but such lines, and other similar exceptions to the rule, are rare.

The agency man argued that by diverting one-fourth of the advertising from salesmen and dealers to magazines, and other forms of printed advertising, he could reduce the percentage of selling expense two ways:

First, it would cost him a much smaller per cent of sales to sell the goods to dealers and dealers would be satisfied with a lower trade discount, and



THE MEMPHIS COMMERCIAL APPEAL

The merchandising power of the advertising columns of newspapers is a quality that is becoming better known and appreciated every day. It is a vast mine easily opened, of which only the surface croppings heretofore have been worked.

It has been aptly said of THE COMMERCIAL APPEAL of Memphis that "everyone who is anybody in and about Memphis make THE COMMERCIAL APPEAL a part of the daily scheme of life." It has been conclusively proven that 19 of every 20 newspaper readers in Memphis and vicinity regularly take THE COMMERCIAL APPEAL. 96% of the Memphis circulation of the daily COMMERCIAL APPEAL is delivered into the homes by carrier.

The circulation of THE COMMERCIAL APPEAL as recently verified and certified by an Auditor of the A. B. C. for a preceding 12-month period was as follows: Daily 62,491, Sunday 95,882, Weekly 96,539.

Memphis and the territory of which it is the trading center and metropolis is known to every well-informed sales manager as tremendously responsive to-day and richer yet in prospect and possibility.

The analogy is obvious. We have live, up-to-the-minute facts and figures regarding the Memphis territory and THE COMMERCIAL APPEAL ready to lay before you. May we do so?

THE COMMERCIAL APPEAL
MEMPHIS, TENN.

THE JOHN BUDD COMPANY
Advertising Representatives
Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

FIRST! FIRST! FIRST! **THE KNICKERBOCKER PRESS**

in its territory is:

First—As a newspaper—Daily and Sunday.

First—In net paid circulation. (See audits by the A. B. C., June, 1915).

First—In the purchasing power of its readers.

Rate, in Effect January 1st, 1916,
6c per Agate Line—12½ ems, 8 cols.

THE KNICKERBOCKER PRESS
ALBANY TROY SCHENECTADY
AND THE CAPITOL DISTRICT

First as a Newspaper

What is it that makes the best all around newspaper?

What is it that makes a newspaper stand **FIRST** in its territory?

Examine, critically, the Daily and Sunday issues of The Knickerbocker Press. There you will find the answer.

Rate, in Effect January 1st, 1916,
6c per Agate Line—12½ ems, 8 cols.

THE KNICKERBOCKER PRESS
ALBANY TROY SCHENECTADY
AND THE CAPITOL DISTRICT

First in Circulation

Why is The Knickerbocker Press, in its territory, first in net paid circulation, daily and Sunday?

Examine, critically, the Daily and Sunday issues of The Knickerbocker Press. There you will find the answer.

Rate, in Effect January 1st, 1916,
6c per Agate Line — 12½ ems, 8 cols.

THE KNICKERBOCKER PRESS
ALBANY TROY SCHENECTADY
AND THE CAPITOL DISTRICT

First in Purchasing Power

Why are the readers of The Knickerbocker Press first in purchasing power?

Examine, critically, the Daily and Sunday issues of The Knickerbocker Press. There you will find the answer.

Rate, in Effect January 1st, 1916,
6c per Agate Line — 12½ ems, 8 cols.

THE KNICKERBOCKER PRESS
ALBANY TROY SCHENECTADY
AND THE CAPITOL DISTRICT

Serving Your Client

It must be hard for the advertiser himself to be thoroughly posted on all the various mediums of advertising. He would have to be a human encyclopedia with all the other details of his business to attend to.

So naturally he puts these matters in the hands of his advertising agency, who are hired to serve him the best they know how. He expects the agency to invest his money in those mediums where the chances of selling his output are the surest.

The high standing of the New York Evening Post reader is recognized East, West, North and South by responsible advertising agencies.

Publication Office Western Office
20 Vesey Street McCormick Building
New York Chicago, Ill.

Member Audit Bureau of Circulations.

Second, sales would be greatly increased with the same dealer effort, thus reducing his per-dealer salesman expense.

When a demand exists for the line, he argued, dealers will not have to be sold. They just naturally will want the goods. Therefore, fewer salesmen will be needed in proportion to sales and those used will not need to be so highly trained, or such expensive men. The same men also can cover more territory and see more dealers.

The dealers who are seen, also, will want larger quantities of goods, because the demand they have will enable them to sell more.

The dealers sold will make more money on a 30 per cent trade discount, with a demand already created, than they can make on a 40 per cent trade discount when they have to be continually hammering the goods to keep their stock from getting old, and they will re-order with appreciably less effort on the part of the salesman.

ADVERTISING INVESTMENT REDUCES SELLING EXPENSE

To shorten a long tale, the agency man convinced him that by turning \$150,000 of his present selling expense into printed salesmanship, he could save more than that amount from his "two-legged" advertising, on the same amount of sales, and without the least kind of a doubt he could increase his sales faster than he was then increasing them. Therefore, even if he allowed the trade discount to remain the same, he would be able to spread the other salesmen-expense over a larger amount of sales and thus greatly reduce the percentage.

It wasn't an easy task to get by with all of these arguments, of course, because a man who doesn't understand printed advertising, and therefore is against it, isn't likely to voluntarily swallow everything an outsider has to say on that subject.

The specialty manufacturer's idea had been that to sell the goods to dealers he must have salesmen and that these salesmen,

if they were good salesmen and worked, could sell the dealers anyhow whether the goods were advertised or not. And he had the business to back up his arguments, because they were selling a million dollars a year, and he thought that was pretty good; and it was, for a new line.

These arguments, however, couldn't stand unbiased facts on sales efficiency and were knocked off their pins with this one illustration:

A great clothing manufacturer who is a great national advertiser gets his goods into the dealer's store, \$15,000,000 worth of them a year, paid for and the dealer pleased and boosting, at less than three per cent of the gross sales. The specialty man had admitted that he was paying 20 per cent, or nearly seven times as much. Salesmen made more money easier—after the extensive advertising campaign got going—on half the commission they had previously been paid. Dealers, he argued, are on the defence against unknown lines and no salesman can hope to sell all dealers and make all of them work for the line. Therefore not all of his calls can now be productive.

SALESMEN COME HIGH

A salesman in this line can make only about 75 calls a week, and with average salary and expense at \$100 a week, each salesman was equivalent in "circulation" to a magazine with a page rate of \$1,335 per thousand of circulation, or about 1,300 times the rate usually charged for standard magazine circulation.

In other words, the amount of money it was costing to have a salesman see 1,000 dealers, would buy a full-page advertisement in one periodical with over a million circulation, or in a group of periodicals with aggregate circulation approximating that very great figure.

A million, though, is a lot of prospects, and the average person has difficulty comprehending more than the mere fact that "a million is a lot." This man looked upon a million prospects as "an awful



WILLIAMSPORT, PA.

"Most appropriately named"

It is a combination of newspaper and magazine. It has the latest news right off the wire, a complete week's résumé of all important events, a useful and practical woman's page that to the average woman is like the visit of a clever neighbor, an "up-to-the-minute" sporting page on which the young men and others interested look as an authority, and many other features of especial interest to the small town and village people.

Each issue carries a fiction supplement, publishing stories and novels that have recently been most successful on book publication. Many "best sellers" are appearing in this way.

GRIT'S unique make-up provides a number of sections, each complete in itself. A popular feature that permits the several members of the family simultaneously to enjoy their favorite departments.

The average weekly circulation for the past year was

273,599 copies per issue

and its field is virgin territory to many manufacturers.

It will not only add you to get your goods in new dealers' hands, but better yet, will help them to dispose of them.

GRIT PUBLISHING
COMPANY

WILLIAMSPORT, PA.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

lot," but plainly he didn't comprehend how much. The agency man saw this and illustrated it with a word picture, thus:

If even half that circulation are prospects for the goods, it still would take 10,000 salesmen to reach them all in the same length of time—four or five days.

Again, if all the offices reached by one such printed selling talk were lined up on one street, they would make a street reaching from New York City to Phoenix, Arizona. If the company's 35 salesmen started out to see each of these prospects and limited his time on each to five minutes "getting-in," talking with each customer and getting to the next office, it would take the whole selling organization six months to "work the street." Yet the "street," even in its real and greatly scattered actuality, could be covered with printed "salesmen" 52 times, with a full-page selling talk, at a considerably less cost than six months' sales effort would cost.

No argument was needed, of course, to indicate the advantages of having a good selling talk and picture of the goods put into the hands of such a "street-full" of prospective customers once a week, or four such "streets," lined with prospects, covered once a month.

If it had been practical to have salesmen (two-legged advertising) call on the same number at anything near the same price, there would have been no argument for a change in his plans, because two-legged advertising mediums have not yet been improved upon for effectiveness.

But when this specialty man adopted the new plans and used printed advertising for educational work and two-legged mediums for special "closing" work and dealer co-operation, he very soon found that he had not been practicing economy under his old plan, but had been paying ten times as much for educational work as he should have paid.

As the agency man had predicted, sales jumped—doubled, trebled, quadrupled—but selling

expense did not increase at anything near the same ratio. In fact, the percentage of selling cost slid rapidly down the scale as sales climbed up and up.

COMPARISON OF TERRITORIES

A certain manufacturer of a nationally used office appliance had a similar experience in a little different way. He had been using a dozen different kinds of advertising mediums—magazines, newspapers, trade-papers, mail advertising, posters, electric signs, street-cars, specialties and others—but he discovered that in some States his printed advertising had not been as extensive in proportion to the number of prospects as in other States.

When he made this discovery, he realized an opportunity to test the educational work.

It was an appliance which offices seldom buy—it had to be sold to them. So salesmen apparently had to be used regardless of the amount of advertising. Of course, if all the selling expense (about \$3,000,000 a year) had been put into printed advertising it might have made offices buy, maybe even more than the several hundred salesmen sold. But that was beyond the company's mental system, so I say salesmen were apparently necessary.

In testing the effect of the advertising, the different States were grouped according to the amount of advertising which had been done in each. Then the average sales per man were estimated for each group.

It was found that sales in the group of States where least printed advertising had been done, had averaged only a little more than a third as much per man per month as in the group of States where most advertising had been done.

When the advertising appropriation had been increased and the pressure in the backward States brought up equal with the pressure in the best of the States, sales gradually equalized also, without any special changes in the sales organization.

Of course two or three years was required for the educational

To the man who distrusts theories:

You'll enjoy talking to us, for we haven't any use for them either. We deal exclusively in facts. When we haven't them, we go and get them.

Theorizing on business is all very well as an indoor sport for people who don't have to worry about pay-rolls and profits. When it comes to putting up real money on a pretty structure of guesswork, you balk. So do we.

For advertising is essentially a matter of fact. What you know plus what we know is a lot better than if diluted by what you believe or what we guess.

Twenty years of success in selling goods of nearly every conceivable sort have given us a lot of knowledge, but none more valuable to us or to our clients than the conviction that it pays to let the other fellow back the theories while we stick to the facts.

As we said at the beginning, you'd enjoy talking to us. And we'd enjoy it, too.

Let's

The Procter & Collier Co.

Advertising Agents

New York

CINCINNATI

Indianapolis

Member Audit Bureau of Circulation

The Average Net Paid Circulation

.. OF ..

The New York Press

Week-day and Sunday Combined

For the six months ending September 30, 1915, as by the official report to the United States Government, was

110,869

**TWO YEARS
WEEK-DAY GAIN**

21,421

Week-day net paid sales of The New York Press as reported to the Government for six-months periods ending annually with September 30:

**NET PAID WEEK-DAY
AVERAGE**

6 Mo. to Sept. 30, 1913, 91,723
6 Mo. to Sept. 30, 1914, 106,827
6 Mo. to Sept. 30, 1915, 113,144

Net Paid Gain 1915 Over 1913

21,421

A Day

On May 23, 1915, The New York Sunday Press began to sell at the same price to readers as the week-day edition. In the last four weeks the gross circulation of The Sunday Press has averaged more than

150,000

Copies a Sunday

Net paid sales for the country cannot be given until the returns are in. But for those four weeks the average NET PAID sales in New York City alone were more than

105,000

Copies a Sunday

work in the slow territories to become effective, and even then there was a slight inequality in sales conditions because the good territories had not been slighted in the meantime; they also had become better by continued work.

If all salesmen selling these office appliances had been on salary, the percentage of selling expense in the poor territories would have been three times as high as in the best territories. Salesmen all were on commission, however, and poor sales were mostly their loss, in the company's view.

The company, though, lost the profit on at least 60 per cent of the sales those territories should have made. A very small percentage of these sales not made would have been adequate to give those territories the required amount of advertising pressure to bring them up equal to the good territories, and the increased sales would have decreased the per cent of overhead and increased the net profits.

But as the system had been worked, 400 salesmen made less

than they were entitled to make, and at least half of that number made much less than they could afford to work for. And the company dipped into the profits from the good territories (made good with printed advertising) to pay the unnecessary part of the training and managing expense in the bad territories in what really was equivalent to an effort to find good salesmen who would work for less than they were worth, or to find "sales magicians" who could get results without advertising, equal to that being accomplished with good salesmen and good advertising.

When they discovered this state of mind, and these conditions, and found that advertising was actually helping the men make more sales easier, they put more money into advertising. Later, they found that good men could make more money with less effort on a lower commission where advertising was stronger.

Salesmen are good in every business and the supply of worthwhile salesmen never will exceed

A selected list of your

more important prospective buyers abroad is a part of the service we would render without charge to you as an advertiser in the **AMERICAN EXPORTER**. Our knowledge of the houses enables us to select accurately according to the purpose you wish to accomplish.

May we write you fully about our service of advertising your goods to the right houses abroad combined with intelligent assistance in follow up?

AMERICAN EXPORTER

17 Battery Place

New York

Established 1877, and published in four editions
 ENGLISH SPANISH PORTUGUESE FRENCH

the profitable demand, but as purely educational advertising, they are an unpardonable extravagance—just as \$1,300 a page per thousand of magazine circulation would be an impossible advertising rate.

Almost every business is spending a larger proportion of selling expense in two-legged advertising than a scientific adjustment of expenditures would warrant. It is not impossible that a large number of salesmen-houses could sell without salesmen.

The Baltimore Bargain House, a mail-order wholesale house, once followed the "custom" in wholesale and jobbing selling policy, and used salesmen. It is claimed that sales-cost in the wholesale business ranges from six to nine per cent of gross sales, and that the Baltimore Bargain House was paying an average of seven per cent. After abandoning salesmen, it is reported on good authority that this house has succeeded in getting selling expenses down to two and one-half per cent of sales.

The time may come when the printed salesman will sell even adding machines and cash registers. It seems impossible that 150,000 cash registers a year could be sold by mail, but no one yet knows what a \$5,000,000-a-year appropriation properly invested would do, and cash-register selling expense this year probably will exceed even that enormous figure.

It is certain, though, that a larger proportion of advertising—for all sales effort is advertising—should have *less legs* and more "get there."

The aggregate selling expense in the United States is so enormous that the vast annual investment for the advertising end of it is practically nothing—two-legged advertising probably exceeds 75 per cent of the total, not counting any of the very great executive office and branch office expense, and a very large proportion of that vast total is for purely educational work, work which not only holds down the salesman's earning capacity, but also boosts selling expense.

The Value of the Hyphen in Advertising

THE SOCIETY FOR ELECTRICAL DEVELOPMENT, INC.

New York, Sept. 20, 1915.

Editor of PRINTERS' INK:

The unfavorable effect the hyphen, when used in compound words defining the nationality of people against whose country-of-birth most Americans are "neutral," has given that member of the punctuation-family sufficient prominence, I believe, to lend interest to a few remarks on its usefulness to the advertiser—a utility too often overlooked.

I speak of utility; not of purity of language. When purity of language stands in the way of effectiveness, purity ought to stand no show.

And anyway, even grammarians often disagree on the use of the hyphen. So that lets the advertiser out.

Its utility between words used collectively as an adjective to another word is so evident that it ought never to be omitted, especially not when its omission might make the "man in the street" stumble before getting a solid footing in the meaning of the words when combined.

This applies especially to words which, when read separately, can be understood as having a different meaning than when combined.

Thus it is not as clear to write "The Push Button Kind" as to make "Push-button" one thing, one thought, by hyphenating it.

And when that advertiser tells us that "The 'Push Button' adjusts the chair back to any comfortable angle" he doesn't mean that the aforesaid push-button adjusts the chairback, nor forward. The fact is, he doesn't mean the chair at all, but the chairback.

A third sentence in that same advertiser's copy brings out the point that the "foot rest slides back out of sight." If "rest" were not a verb as well as a noun, the omission of the hyphen from "foot-rest" wouldn't matter so much.

Mind you, I'm not saying that readers of PRINTERS' INK won't understand what he means; I am pointing out that there are plenty of people with money to spend for whom you can well afford to make your copy so clear that they will understand it without stumbling. One of the biggest mistakes you can make is to write copy that would sell the goods to yourself.

I am reminded of a high-school student, who saw a passe-partout picture frame for the first time, and who couldn't understand why it was given that name. Said he: "It's easy to see that the *paste part* should be inside, and yet it says 'paste part out!'" (sic).

Don't think the hyphen beneath your notice, just because it's small. Legacies have been decided on a comma, you know.

Punctuation is to the written language what inflection is to the spoken word. You can reverse your meaning by inflection when speaking—by punctuation when writing.

CORNELL RIDDERHOFF,

Advertising Manager.



If you have something worth selling, it's surely worth telling—

THAT'S the A. B. C. of Advertising. When you take away all the flub-dubbey of Law, you find the skeleton is nothing but good *common sense*.

When you remove the shell of mysterious detail from Advertising you find underneath just what we all *knew* was there all the time—common sense in *selling* and *telling*.

This Agency is first of all an efficient *Organization* of advertising and merchandising men, from East, West, North, South; representing an average advertising experience of 17 years, with a maximum of 26 years.

After a corporate existence of six months we are now serving clients in Massachusetts, New York, Connecticut, South Carolina, Ohio, Illinois, Wisconsin and Michigan.

Our Service Force includes Mr. Watrous, Mr. Estey, Mr. Henriquez, Mr. Mayer, Mr. Palmer, Mr. Oliver, Mr. McHugh and staff—in Chicago—with Mr. Strode in New York, and Mr. Schurman in Cincinnati.

If you invite us to talk with you, it should be about *your* business. There's a booklet ready that tells about *us*. Write for it, please.

WATROUS-ESTEY ADVERTISING CO.
MAGAZINE. NEWSPAPER. FARM-
PAPER. AND OUTDOOR ADVERTISING.
LYTTON BUILDING JACKSON AND STATE
CHICAGO.

Illinois Staats-Zeitung

covers the German reading public in Illinois and surrounding territory.

No other newspaper is needed by advertisers in order to reach that large and prosperous class than the

Illinois Staats-Zeitung

"Chicago's Only German Language Daily Published Every Day in the Year"

—Established 1848—

Quantity of the Circulation

We beg to announce that Messrs. Price, Waterhouse & Co., 134 So. La Salle Street, Chicago, public accountants, have completed their audit of the circulation and financial books of the Daily Illinois Staats-Zeitung and their report is on file in our office, or will be furnished upon request, for the use of advertisers.

The average NET PAID circulation of all editions of the **Daily Illinois Staats-Zeitung**, for six months ending June 30th, 1915, was **42,698** copies per day, and for the first two weeks in September was over **47,000** copies per day, and the total issue or distribution now exceeds **50,000** copies per day.

Quality of Circulation

George P. Kahlhorn, Manager Circulation Department of the Illinois Staats-Zeitung, first being duly sworn, deposes and says: That his verifiers have questioned 10,408 families who have become new subscribers, and that they report 6,690 do not take any papers printed in the English language.

(Signed) GEORGE P. KAHLHORN.

Subscribed and sworn to before me this 28th day of September, 1915.

(Seal)

(Signed)

LOUIS A. RUEHL,
Notary Public.

(Dated

(Chicago, Ill., Sept. 28th, 1915.

For Advertising Rates Apply to

ILLINOIS PUBLISHING CO.

Staats-Zeitung Building

Chicago

Publishers of

Illinois Staats-Zeitung

The American Market Seen Through British Eyes

London Manager of R. N. A. Believes Attempt to Secure a Permanent Foothold Should Be Made Now, Not After the War Is Over—Points Out American Penchant for English Goods

ENGLAND is not waiting for the war to end to capture foreign trade. In certain lines—textiles, for instance—British manufacturers are already started on trade campaigns, even in the United States, whose home manufacturers might have been pardoned for believing they were secure from foreign competition, at least for the war's duration.

In PRINTERS' INK for July 8th several specific instances were cited of English houses that have set out in an effort to capture a permanent market here. In the *Advertising World* (London) for August, John C. Curtiss, general European manager of the Root Newspaper Association, analyzes the American market for British manufacturers. A portion of Mr. Curtiss' article follows:

Instead of there being any prejudice in America against British-made textiles the reverse is actually the case. This country enjoys a great reputation across the water for the quality of its fabrics. With a certain large, influential and moneyed portion of the American public I might even go as far as to say that there is almost a fetish for clothing and kindred lines "Made in England." "It's English, quite English, you know," is said with some humor, but really with the comfort-loving, free-spending American the phrase is the highest type of tribute to quality.

Even in the days before the tariff was so much reduced, thousands of well-to-do Americans used to buy all of their clothing material on this side of the water—men as well as women—and cheerfully pay the duty on it when getting back home, because they

knew they had British-quality wearing apparel.

And perhaps just here is a good place to dismiss once and for all the bugbear of the American tariff. It has become a sort of habit of mind with many British manufacturers to look upon the American tariff as a high wall over which they could not climb, or a wall which, once climbed, would so have exhausted them financially that they would have no strength for going on beyond it, and little or no profit if they did so. I need not even dwell upon the recent reduction in tariff to make my point, for the point is this:

The British manufacturer must remember that he does not pay the tariff—the American consumer pays it for him, and pays it cheerfully.

AMERICANS BELIEVE PRICE DENOTES QUALITY

British manufacturers who think they must sell their goods in America at the same price they get here are quite mistaken. Articles of all kinds cost more in America. The public there is used to paying bigger prices. Incomes are higher. A British manufacturer can add on to the selling price of his goods not only the difference necessary to pay any existing tariff, but can put on an extra profit over and above what he would get at home. There is a prevalent habit in America for which the Americans have been much criticised by people of other nations. Whether or not the habit can be defended it remains a fact, and gives the British manufacturer of textiles his opportunity. This habit is the habit of judging the quality of an article by the price asked for it. If the price is high the article must be good. If, in addition—and this is very important—the article is soundly advertised, the American has every confidence in its quality.

And this faith of the American public in advertising cannot be too strongly emphasized. The American looks upon advertising as a part of his regular news in the newspapers, and as part of his

No American journal exerts greater influence or wields a greater force in the United States than "John Bull" does in Great Britain.

JOHN BULL

is read by all classes—millionaire to artisan—and to *everyone* in Great Britain the phrase "write to 'John Bull' about it" is almost as well known as "England expects every man to do his duty."

Figure out the proportion for yourself:—

Great Britain's 40 millions against the U. S. A.'s 100 millions make "John Bull's" "over-a-million-a-week" (net-net-net) the equivalent of 2,500,000 in America.

Every line—including the advertisements—is carefully read.

At \$500 per page it is the cheapest medium on earth. "Write to 'John Bull' about it" if you require information regarding Britain and the British.

Philip Gurnell

Advertisement Manager
93 & 94 Long Acre,
London, W. C.

Published weekly by the House of Odhams

regular reading matter in the weekly and monthly magazines. I use the pronoun "he," but it must be remembered that the American woman is an omnivorous reader of advertising. Speaking of the importance of advertising in the eyes of the American women brings me to mention the mistake all too frequently made by British manufacturers. Some of them, and textile manufacturers amongst them, think that all they need to do is to place a line of goods with an importing agent and that their selling problem is over. Far from it. Not only must the goods be taken up in the country, and by a house, or houses, of standing and of enterprise, but they must also be thoroughly distributed throughout the country, and as thoroughly advertised.

In this connection one point must be thoroughly driven home: distribution must precede demand. Distribution relates to the merchants, demand relates to the public. Therefore, in invading a new market it is *absolutely essential* that the advertiser reach first the merchant. This is done through trade-paper media. After his goods have been placed thoroughly on the shelves of the merchant, then, and not till then, will it pay to advertise for a consumer's demand. This point, I find, is often misunderstood, so that the advertiser gets the cart before the horse, and wonders what the trouble is.

DISTRIBUTION MUST PRECEDE SALES

The American way of showing the trade what advertising is to be done, and securing distribution on the strength of it, is one of the finest examples of effective organization and co-operation which the science of modern business can show. And the thing is to tell dealers what advertising to the public is to be done. They will stock a good line which they know is going to be advertised. The American public has the habit of asking for goods by brand-name. The first essential, then, for the British manufacturer wanting American trade is to see that his wares carry a distinguishing name.

Directory of Britain's Great Advertising Media

Short Synopsis of Class, Circulation, Scope, Rates, &c.

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The Oldest and Leading Sunday Newspaper.
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THE HULTON COMPANY
Daily Sketch Building London, England

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NOW GREAT BRITAIN'S FOREMOST ILLUSTRATED PAPER.
Compare it with any other week by week.
Price Sixpence

THE TATLER

QUITE THE LEADING ENGLISH ILLUSTRATED SOCIETY PAPER.
THE FAVORITE WITH ALL.

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THE FIELD

(Weekly, Price 6d.)

The Standard Authority of the World on Sport, Travel, the Estate, the Country House and the Interests of the Country Gentleman.

Offices: Windsor House, Bream's Bldgs., London, England

THE QUEEN

(Weekly, Price 6d.)

The Premier Lady's Newspaper. The recognized authority on Social Matters, Fashions, and all the Interests of the Educated Woman.

THE ILLUSTRATED LONDON NEWS

THE OLDEST AND BEST ILLUSTRATED PAPER IN THE WORLD

Office for Advertisements: 195 Strand, W. C.

The Illustrated Sporting and Dramatic News

THE LARGEST SALE OF ANY COUNTRY GENTLEMAN'S NEWSPAPER.

Offices - - - 172 Strand, London

THE SKETCH

THE GREATEST TRIUMPH IN MODERN ILLUSTRATED JOURNALISM

Office for Advertisements: 195 Strand, London

The Lady's Pictorial

THE LEADING LADY'S NEWSPAPER.

Offices - - - 172 Strand, London

Specimen copy of any of the above publications with fuller particulars can be obtained from The Dorland Special Agency for British Publications, 366 Fifth Ave., New York.

Then with distribution and advertising working hand in hand, he will find no great mystery or problem in seeing his sales steadily increase.

There are some 3,000 towns in the United States which can and do support one or more first-class department stores. These stores may be said to strive after the "unique" merchandise. They are proud to show imported goods. Many of the leading department stores in the great cities have a special department entirely given over to imported wares. They even go so far, in some instances, as to give a special section to a "shop" inside the store, with a window display of its own made up of imported merchandise.

To return for a moment to the income and expenditure side of the question, I might cite a case of the girls employed in corset-making in a well-known manufacturing town in America. My recollection is that these girls are paid every week wages which amount to £3 or £4 in English money. As the phrase goes there, "They spend it all on their backs." The American working girl is ambitious to be fashionably dressed. The wife of the working man has the same desire. The middle classes spend much more on their clothing than the people of a corresponding station in life in the British Isles. The result is that the wealthier Americans turn to imported goods for distinction.

"Internationalize your business"—that should be the motto of every British manufacturer, particularly as the world's markets are at present. But don't wait until the end of the war. Start now. *Be preparing for the war of business as Germany was prepared for the business of war.*

New Accounts for J. Walter Thompson Company

The J. Walter Thompson Company, New York, has recently been appointed by Thos. B. Jeffery & Co. to handle the Jeffery automobile advertising for 1916. This agency has also secured the accounts of the A. S. Boyle Company, manufacturer of Old English Floor Wax, and the Perkins Campbell Company, both of Cincinnati.

Motion Picture Concerns Lose Anti-Trust Case

Declaring that the grant of a patent right confers no license to do what the law condemns, the United States District Court at Philadelphia upheld the contentions of the Government in anti-trust suit against the Motion Picture Patents Company, October 1. The Motion Picture Patents Company is a holding company which controls the patents on motion picture apparatus and supplies which have been issued to the Biograph Company, Thomas A. Edison, Inc., Essanay Film Manufacturing Company, the Kalem Company, George Kleine, Lubin Mfg. Company, Melies Mfg. Company, Pathé Frères, the Selig Polyscope Company and the Viagraph Company. Those concerns, together with the General Film Company, a distributing organization, and certain individuals, were co-defendants in the suit. The Government's petition was upheld as regards all of the defendants except the Melies Mfg. Company and the unlawful combination is ordered to be dissolved.

The Government's chief contention was based upon the claim that the defendants, having acquired control of most of the valuable patents in the business, prepared lists of distributors and exhibitors and refused to supply pictures to such as failed to buy all of their supplies from members of the combination. Thus the concerns represented were building up a monopoly which could be maintained after the patents had expired, and the inventions covered by them should become public property. The court quotes the decision in the bathtub case, and says:

"We would feel constrained on the authority of this case alone, to find that the agreements and acts of the defendants in the present case went far beyond what was necessary to protect the use of the patents or the monopoly which went with them, and that the end and result, which would be expected to be and was accomplished, was the restraint of trade condemned by law."

Piano-player Device to Be Advertised

The American Piano Company, of New York, has announced that a new product, the Flexotone Electrelle, a player device to be installed in manual pianos, is to be widely advertised this fall. The company is laying stress on the co-operation it will extend to its dealers by means of newspaper advertising service, folders, etc. In featuring the Electrelle to the piano dealers, the company emphasizes the fact that no trade-in of an old piano will be necessary, as is usually the case when a player is sold to the owner of a manual piano.

Toledo Agency Has Detroit Branch

The Stalker Advertising Company, Toledo, Ohio, has opened a Detroit office, with A. D. Pierce in charge.

Newspaper Campaign for Film Sheffield Leaves Gimbel Bros. Company

The Associated Film Sales Corporation, of New York, has announced plans for a national newspaper advertising campaign. Lee Jones, Inc., of Chicago, has the account, which will begin running early next month. About 600 newspapers will be used, it is stated.

J. B. Sheffield has resigned as advertising manager of Gimbel Brothers, New York, to become advertising manager of Abraham & Straus, Brooklyn. He was formerly connected with the advertising department of John Wanamaker, New York, but had been with Gimbel Brothers for two years.

Making Good in Great Britain Think Hulton's Group

Get the Hulton papers fixed in your mind when arranging an English advertising campaign.

Think of the solid **6,000,000** circulation; the comprehensive appeal reaching every class of the public in every part of the Kingdom.

Think of such papers as the "Daily Sketch" the "Sunday Herald" the "Sunday Chronicle" the "Evening Standard" the "Daily Dispatch," each with a direct appeal to a different section of the public, all with an undeniable power to sell. Think **Hulton Group** all the time and send, right now, for specimen copies and rates to

THE HULTON COMPANY, Daily Sketch Building, London, England

"Do You Think Advertising Could Help My Business?"

¶ That is the question a manufacturer asked us about a year ago. We answered in the affirmative; but, he said, he doubted it because of his past experience.

¶ We investigated and analyzed his past advertising, and we informed him "why it did not help."

¶ Then he entrusted us with his advertising campaign. Now, he will not ask that question, but he will answer it.

¶ Will you ask him, if we give you his name?

JAMES ZOBIAN COMPANY

General Advertising

225 Fifth Avenue

New York City

The Status of Private Brands in Trade-mark Practice

Their Standing, in Relation to Standard Trade-marked Products, Depends Largely on Whether or Not They Are Intended to Deceive the Purchaser

THE fact that to own a trade-mark one must be merely a "trader," and not necessarily a manufacturer, encourages the private brand. So likewise does the circumstance that there is no limit to the number of trade-marks that may be registered by one concern, or no restriction as to the variety of classes of goods—and the U. S. Patent Office officially recognizes hundreds of different classes of goods—for which trade-marks may be acquired by a single interest. In consequence we have the spectacle of department stores, mail-order houses, etc., taking out certificates that entitle them to the use of dozens of different trade-marks—almost invariably private brands.

In so far as the Government's machinery for trade-mark registration is concerned, the private brand has no status. In other words, there is no discrimination against private brands as such. However, from the very nature of its mission the private brand is likely to get just as close as possible to some standard brand for which national prestige has been established through advertising. The temptation of the private-brander to thus "sponge" has resulted in numerous clashes over the alleged infringement of trade-marks.

If we may accept as accurate the indications at the Patent Office the greatest menace to the national advertiser lies not in the private branding of the individual merchant, but rather in the operations of a rival manufacturer who encourages the exploitation of private brands as a means of butting into a market where he might stand little chance in an out-and-out sales competition. The average merchant who seeks a private brand in order that he may garner the greater profit that comes from substituting "something equally as good" usually has

operations of limited scope, and as a rule there is a foil at hand in the person of a rival merchant who will supply the genuine. But the manufacturer who fosters private branding as the simplest means of getting rid of a factory output is a more serious proposition. His operations have much wider scope and, worst of all, he converts to the lure of the private brand many a merchant into whose head the idea would never have entered but for this outside inspiration.

Where private brands crowd original trade-marked goods the courts have decided, as in the case of the Southern White Lead Company vs. Carey, that a pioneer in the field is entitled to relief if the brands or marks complained of sufficiently resemble his own to be mistaken for them. Moreover, if, under such circumstances, it is manifest that the public might be misled, it is not necessary that evidence be brought into court to prove that purchasers have actually been deceived. Furthermore, in the case of Fuller vs. Huff, a U. S. Circuit Court decided that when a brand name has become so identified with the business of a manufacturer that the name upon goods conveys the idea that they are the product of that manufacturer, it is immaterial if an imitator adopts a style of package that is different.

PRIVATE-BRANDERS WHO HAVE BEEN CURBED

Sometimes, happily, the courts draw a line on the encouragement of private branding. This was the situation in the cigar trade case of Cuervo vs. Jacob Henckell Company, where an injunction was granted against a manufacturer of cigar boxes who made no cigars, but made a business of furnishing the trade with boxes labeled in imitation of the brands

Over the Half Million Mark

The total distribution of our two publications for the November issues will be

540,000 Copies

Motion Picture Magazine - - 332,000

Motion Picture Supplement - 208,000

The title of our new publication, in the big size, has been changed from Motion Picture Supplement to—

MOTION PICTURE CLASSIC

(This will take effect with the December Issue)

These two publications are today, the best-buy for an advertiser—they are the only means by which he can successfully reach the motion picture public.

Has this vast multitude purchasing power? $22\frac{1}{2}\%$ of our readers own automobiles—and our records prove it.

Just think of it—540,000 circulation (2,750,000 readers) for a monthly expenditure of \$350.

Motion Picture Magazine - \$250 a page

Motion Picture Classic - - 100 a page

(In the big size—420 lines)

Net paid guarantee for December Magazine—280,000 copies

Advertising forms for the **Big Holiday Numbers** will close as follows:

Motion Picture Magazine

December issue closes October 14th, appearing November 1st.

January issue closes November 13th, appearing December 1st.

Motion Picture Classic

December issue closes October 27th, appearing November 13th.

January issue closes November 27th, appearing December 13th.

M. P. PUBLISHING CO.

175 Duffield Street, Brooklyn, N. Y.

FRANK G. BARRY, Advertising Manager, 171 Madison Ave., N. Y. City

MEMBERS OF A. B. C. AND A. N. A.

(May 1915 issue—259,790 net—A. B. C. AUDIT)

(Following issues exceed these figures)

Foreign Representatives: BRYANT, GRIFFITH & FREDRICKS
201 Devonshire St., Boston People's Gas Bldg., CHICAGO

What Do Men Read?

"System, the magazine of business," recently conducted an investigation among thousands of employees and executives of large business firms in the United States, to find out what they were reading. The result, tabulated below, throws an illuminating sidelight on mediums most apt to reach the men with money to spend, and prove conclusively that, aside from the daily newspaper, first choice is given to the *fiction magazine*.

NEWSPAPERS

Daily papers.....97.4 per cent

MAGAZINES

| | |
|-----------------------------------|---------------|
| Fiction | 94.0 per cent |
| Business, technical and trade.... | 63.4 per cent |
| Reviews and current events..... | 19.4 per cent |
| Travel, geographical and outdoor. | 10.0 per cent |
| Socialistic | 6.1 per cent |
| Rural | 1.2 per cent |
| None | 3.8 per cent |

Over a million a month now *read* (not glance at)



Write for New Rate Card showing the
New Twice-a-Month Advertising *Service*.

The New Fiction Publishing Co.
35-37 West 39th St. New York, N. Y.

of an established manufacturer of cigars. Private-branders who expect to get away with the simulation of standard goods because of the fact that the substitute is offered merely within trade circles and is not retailed to the general public were hit by the decision in the case of the Manitowoc Malt-ing Company vs. Milwaukee Malt-ing Company. In that case it availed nothing that the brand complained of had been used merely upon samples, cards, bill-heads and letterheads and not upon the regular containers for the goods.

Time and again the courts have decided that it is not necessary that a private brand, in order to work injustice to standard goods, shall simulate the complete name or trade-mark. An interesting offshoot of this main issue, involving the use of a "catch word," came up in the case of the Western Grocer Company vs. Caffarelli Bros. In deciding that case the opinion was given that the catch word of a trade-mark is the one which fixes the designation of the article and by which it is known to the trade and ordered by intending purchasers, hence the use of such catch word for catching trade that really belongs to another is not permissible.

Wholesalers who overstep the proprieties in encouraging the use of private brands may be brought to book, as was evidenced by the outcome of the case of the George C. Fox Company vs. Glynn. In that case it was held that wholesale dealers who place in the hands of retailers goods bearing a brand name or trade-mark that makes possible the deception of ultimate consumers cannot escape responsibility on the plea that they did not mislead the distributors to whom they furnished such goods. In the case of the Gorham Manufacturing Company vs. Schmidt the U. S. District Court of New York went even farther by declaring that dealers buying from manufacturers must be on their guard to see to it that the marks or names do not infringe. It was declared that retail dealers can-

not be protected from liability if they accept from manufacturers for sale goods or packages bearing names, marks or labels calculated to deceive purchasers.

A suspicion arises from a perusal of court records that the manufacturer who makes use of various brand names or trade-marks upon the same general class of goods is, in a sense, encouraging the private-brander. Take, for example, the circumstances that were disclosed in a controversy between the Alaska Packers Association and the Admiralty Trading Company. Here, it developed, the opposer had used representations of several different flags in the sale of different brands of its goods, when along comes the other concern and makes use of a flag, but a flag different from each and all of the flags employed by the first user. The court held that inasmuch as the newcomer's flag differed from each of the family of flags as much as they differed from one another it was not fair to conclude that the latest flag candidate would cause confusion in trade. It is easy to imagine that the decision might have been different had the pioneer firm pinned its faith to one flag.

In numerous instances, among others, the case of Kops Brothers vs. the Royal Worcester Corset Company, the Patent Office tribunals have held that both appearance and sound must be considered in determining whether markings on goods are so near alike as to cause confusion. That is, the sound of the words by which goods are called for weighs quite as much as the appearance of the names or insignia with which they are marked.

STRICT RULING AGAINST PRIVATE BRAND

Special consideration for brand names seems to be indicated in the decision of the U. S. Circuit Court in the case of the N. K. Fairbank Company vs. Luckel, King & Cake Soap Company. In that controversy the court pointed out that there are two kinds of trade-marks, the one consisting

of a peculiar picture, label or symbol, and the other involving the use of a name, and that the first appeals to the eye, while the second makes its appeal to the ear. Then the opinion went on to declare that it is not necessary to constitute infringement of a brand-name or trade-name that there should be similarity in appearance, but merely that there exists such similarity in the names that the ordinary purchaser having no knowledge of the appearance of the package or label would be deceived by the name and induced to purchase an article under one name supposing it to be the other.

At the Patent Office when application is made for the registration of a private brand which seems to come uncomfortably close to an established brand that has become nationally familiar, three features are considered. Primarily, as has been explained, the appearance of the words and the sound of the words, when spoken, are considered, but, thirdly, the significance or meaning of the words is weighed. It is also the custom of the Patent Office arbiters, under such circumstances not only to ponder over the direct conflict between opposing brand names, but even to take into consideration the features of the labels to be used on the rival goods, even though the labels be made up of features that form no part of the brand-name or trade-mark.

It is essential that a manufacturer go into court with clean hands if he would have redress against the private-brander who seeks to appropriate his trade. In the case of *Clotworthy vs. Schepp*, it was held that a manufacturer who falsely represents the composition of his goods by the labels on his packages is in no position to enjoin another firm from using similar labels and packages on the ground that the latter thereby deceives the public. Likewise was it held in the case of *Prince Manufacturing Company vs. Prince's Metallic Paint Company* that any material misrepresentation as to the person by whom an article is manufactured or the place of

manufacture or the materials composing it forfeits right to relief in the courts.

FIGHTING FIRE WITH FIRE

Manufacturers have in some instances attempted to combat the private-brand bugbear by printing the names of retailers or jobbers on their standard brands. In other cases manufacturers have sought to parry assaults on their established brands by placing on the market cheaper grades of the same goods. Under both circumstances the manufacturers have been haled into court. In the case of the *A. F. Pike Manufacturing Company vs. the Cleveland Stone Company* a Circuit Court decided that a manufacturer of scythe stones was guilty of no deceit in placing upon the labels bearing the brand, the names of jobbers handling the brand. In the case of the *Manhattan Medicine Company vs. Wood*, however, all title to a trade-mark was declared forfeited because a manufacturer put out under the same mark a first quality of bitters which sold at wholesale at \$27 per gross and a second quality which sold at \$15 per gross.

Again did this method of fighting fire with fire come in for attention when the U. S. Circuit Court of New York decided the case of the *National Starch Company vs. Koster*. In that instance an attempt to secure an injunction against the imitation of a package was unsuccessful even though the imitation seemed to be proved. The cause of failure was that the evidence in the case disclosed the fact that the firm whose package was being imitated had itself sold, in that same style package, goods of an inferior quality made elsewhere.

That a manufacturer cannot safely transfer any of his privileges to a retailer seems to be indicated by the case of the *Castroville Co-operative Creamery Company*. That firm sold a large part of its output of butter through one retailer and supplied him with wrappers, but unwisely allowed this retailer, on occasion, to sub-



This Book Describes An Unusual Agency Service

"First Hand Service" outlines a method of handling advertising-merchandising accounts which is proving remarkably successful in a goodly number of instances.

Not only from the standpoint of efficiency in despatching actual work involved, but particularly in the sales results secured.

It has fallen to the lot of this agency to develop a number of accounts from very small beginnings into ones of considerable prominence in short spaces of time.

And these clients tell us they feel as though our *method* of working has been largely responsible for their growth.

If you would be interested in learning the "why" and "how," we should be glad to place a copy of "First Hand Service" on your desk without obligation. Merely write for it on your letterhead.

RUTHRAUFF & RYAN

Advertising

450 Fourth Avenue, New York

SALEM, OHIO, is the home of the W. H. Mullins Company, the world's largest manufacturers of boats. This account came to us after the Mullins Company had tried a number of other agencies with unsatisfactory results.

We quote below a paragraph taken from a recent letter written by Mr. C. C. Gibson, Sales Manager of the Mullins Company, to a prospect of ours (now a client) who wanted to know whether our claim to render service-that-gets-results was really well founded.

"We have been advertising our steel boats nationally for 12 years, during which time we have employed four different agencies and among them two of the largest in the country. Last year after investigating the work of Klau-Van Pietersom-Dunlap, Inc., of Milwaukee, we decided to place our advertising with them and without hesitation we will tell you it is the best advertising the W. H. Mullins Company has ever had and moreover, the co-operation, the assistance, the service that we have received from Klau-Van Pietersom-Dunlap, Inc., is such as we never received from any of the other agencies with whom we were connected."

We solicit correspondence from manufacturers who buy advertising service on a business-like basis, namely, on a basis of comparative value. Whether we afterwards solicit your account or not will depend on what we learn of your product and its merchandizing problems.



Klau-Van Pietersom-Dunlap, Inc.
ADVERTISING IN ITS ENTIRETY
MILWAUKEE WISCONSIN

SAFETY AND SERVICE

MULLINS BOATS

SAFETY AND SERVICE

Ready for the First Trip.

"I am glad we decided upon a Mullins Boat. There's another one out there! See how she glides over the water—swiftly—gracefully—easily—how she answers the wheel—how the bright work gleams! We may well be proud of our boat!"

Built of both wood and steel in the largest boat factory in the world, powered with 2 and 4 cycle motors, pronounced by boat owners the most boat for the money in the country.

Send for interesting free catalogue and learn where you can see a Mullins Boat.

The W. H. Mullins Co.
Salem, Ohio

stitute a different brand of butter in these wrappers. Then when the creamery company and the retailer had a falling out the courts refused to grant any redress, holding that a person seeking protection against fraud must himself be free from fraud. Somewhat in line with this was the experience of a New York milling concern that discovered that, through allowing an exclusive distributor to make use of its trade-mark, a brand that it originated had, by the lapse of time, been converted into a private brand. The decision in this latter case was to the effect that the milling company had "abandoned" the brand-name, the stencils for which had been handed over to the selling agency.

In the case of the Regent Shoe Manufacturing Company vs. Haaker there was rather interesting judicial pronouncement regarding the advertising such as many retailers are wont to resort to in order to bolster up the sale of their private brands. In the case in question a retail shoe dealer

doing business under the name of "Regent Shoe Company" made use in his advertisements of such phrases as "Maker to Wearer"; "Made by Us"; "Manufactured and Sold by Us" and others indicating that the goods were manufactured by the house offering them at retail whereas such was not the case. In Germany, such liberties with the truth in the interest of a private brand would be punishable by a heavy fine and imprisonment, but the Nebraska court that passed on the Regent case declared that the misrepresentation was not of so gross a character as to give the dealer no standing in court or to deny him relief for infringement of his trade-name.

Slogan for Gum Wood Manufacturers

The Gum Lumber Manufacturers' Association, with headquarters at Memphis, Tenn., has announced that the official slogan decided on for use in connection with the wood by all of the manufacturers is "America's Finest Cabinet Wood."

PER square mile there are more *money - spending people* who could be *interested* in what you have to sell in the territory covered by the *New York Surface Cars*, than any other place in the world.

NEW YORK CITY CAR ADVERTISING CO.

(Railway Advertising Co.)

Jesse Wineburgh, President

225 FIFTH AVE.

NEW YORK

Manufacturers Who Route Salesmen by System

A List of Some Who Have Developed Workable Methods of Keeping Track of the Men on the Road—Some Use Maps as Helps, Others Rely More on Inside Knowledge of Local Conditions

BEECH-NUT PACKING COMPANY.

CANAJOHARIE, N. Y.

Editor of PRINTERS' INK:

Can you advise us as to the names of several companies using a routing system for their salesmen? We would prefer the names of concerns selling the drug or grocery trades, as conditions would be more similar to ours.

BEECH-NUT PACKING COMPANY.

W. C. ARKELL,
Sales Department.

SYSTEMS of routing salesmen, of one sort or another, are in quite general use by both large and small manufacturers and jobbers. Quite naturally, the larger concerns employing the most salesmen require the most elaborate routing systems to keep track of the men on the road. The particular phases of routing in which Mr. Arkell would probably be interested would have to do with the listing of jobbers and dealers in the various sections or territories of the country to be covered and then determining when and in what order they will be called upon by salesmen.

Some concerns place chief reliance on the salesmen themselves when it comes to the arrangement of these schedules, while others attend to practically the entire business of routing from within the office. The usual course, however, is for the "office" to lay out the salesmen's trips with the advice of the salesmen themselves.

A valuable accessory when it comes to routing salesmen is found in the large maps, arranged in sections convenient for handling, on which the different towns to be visited are marked with colored thumb-tacks and then connected, in some cases at least, by twine leading from place to place as they are to be visited.

The Kellogg Toasted Corn Flake Company has worked out detailed

routing with great success. It is said that this company routes its salesmen in various territories so that it is known at the home office exactly what dealers are being called on, and when.

The Franco-American Food Company, of Jersey City, has a very practical plan of routing, although in the opinion of A. C. Monagle, the sales manager, the system is not so intensive as that of the Kellogg company.

The Foulds Milling Company, of Chicago, has worked out the problem to a fine degree of perfection. Another concern, which has developed routing almost to a fine art, is the Norvell-Shapleigh Hardware Company, of St. Louis.

The J. B. Williams Company employs no mechanical system to route its men, according to J. V. Reid, the company's New York sales manager. The sales executives of the company have traveled extensively in all parts of the country and their knowledge of local conditions assists materially in determining the routes.

Sig. Fieux, sales manager of Runkel Bros., Inc., has given considerable attention to the development of a workable system of routing his salesmen.—[Ed. PRINTERS' INK.

This Bread Will Have Character

Packers of "Sun Maid" raisins, who are carrying on an extensive advertising campaign in favor of the use of more California raisins, are naming one baker in each city who is the official "California Raisin Bread" manufacturer of that community. In order further to distinguish the loaf, it is baked in oval pans. The bread is being sold at ten cents a loaf.

Giving the Dealer Emphasis

The current newspaper advertising of Keen Kutter tools by the Simmons Hardware Company of St. Louis is featured by the use of the names of local distributors of the goods. An unusual point in this connection is that while the brand is strongly played up, the name of the manufacturer does not appear, the usual space being given over to listing the names of the dealers.

Electrical Engineering, published by the Technical Journal Company, New York, will be known henceforth as *Electrical Age*.



Chicago, June 16, 1915.

The A. M. Briggs Company,
Peoples Gas Bldg.,
Chicago.

Attention, Mr. R. H. Myhrum,

Gentlemen:-

You have asked me to state what we
think of poster advertising.

Your company is actually receiving 85%
of our entire advertising appropriation this
year. Is any other answer necessary?

Yours very truly,

THE FOX RIVER BUTTER COMPANY.

President.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: Marquette Building, J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, OCTOBER 7, 1915

The Wrong Kind of Publicity

The meeting of the underwear and hosiery manufacturers at Philadelphia the other day, to discuss the dye-stuff situation, brought forth a rather striking demonstration of the results of the wrong kind of publicity. So many conflicting statements have been printed, featuring wonderful new processes on the one hand, and on the other sounding the note of scarcity if not positive famine, that there is danger of demoralizing the market. One minute the consumer is led to expect a perfect avalanche of new and brilliant colors, produced in American factories, and in the next breath she is told that she will have to put up for a time with more sombre tints, which may crock and fade more readily than those we have been accustomed to get from Germany. In the end the consumer does not know what to expect, and is likely to regard every offering with more or less suspicion.

We should think that the best

remedy for the wrong kind of publicity should consist of a healthy dose of the right kind, administered by somebody who is in a position to know the facts and to state them with authority. If anybody may be presumed to know the truth about the dye-stuff situation it is the user of dyes—the manufacturer of dyed textiles. A co-operative advertising campaign to spread the facts on the record would mean very little expense to the individual manufacturer, and would help the situation materially. But even if it is not possible to do it collectively, those manufacturers who are already advertising to the consumer may seize an opportunity. The public is in the dark as regards the dye question. Turn on the light.

Meeting Changed Conditions

Our British contemporary, *The Advertiser's Weekly*, presents

a very interesting symposium of views from representative English business men concerning the best ways to meet the changed conditions which the war has brought into being. Such leaders as Sir William H. Lever of Lever Brothers; H. Gordon Selfridge, managing director of Selfridge & Co. Ltd.; H. E. Morgan, of W. H. Smith & Son; Richard Burbidge, managing director of Harrods, Ltd.; John Morgan Richards, of John Morgan Richards & Sons; W. E. Catesby, chairman of Catesbys, Ltd.; Angus Watson, of Angus Watson & Co.; and John Lawrie, managing director of William Whiteley's, Ltd., speak with emphasis of the necessity for maintaining the volume of trade. Only one voice is raised in favor of retrenchment. Paraphrased in a single sentence, the consensus of the opinions quoted is to the effect that while the war has changed the conditions under which business must be transacted, it has in no wise changed the basic principles upon which business rests, nor altered the relationship between business progress and the welfare of the country as a whole.

Indeed, more than one writer

implies that it is as much a patriotic duty for the business man to keep up his volume of sales as to subscribe to the war loan. "Our most useful service," says John Morgan Richards, "is to keep busy." Idle hands contribute nothing to the success of the country's vast enterprise which necessitates so great an outpouring of treasure. But that treasure must come from *somewhere*, and it is not to be found among shut-down factories, curtailed sales forces, and half-time workers. If wealth is to be dissipated on so tremendous a scale, it must first be created, which means that business must go on. As it is put by L. H. Hartland Swann, managing director of Icilma Co., Ltd.: "Reduced profits may be faced with equanimity, but reduced sales, never."

Posters Artistically Considered

That there has been a marked improvement within a few years in American posters, aesthetically considered, is generally admitted. But that there is an opportunity for much greater advance will not be disputed by anyone who has closely followed the development of the poster industry. While a poster has a purely commercial object, at the same time if the utilitarian purpose can be made to harmonize with aesthetic considerations, then the advertiser, as well as the general public, will be the gainer.

The city of Newark, N. J., is to celebrate next year the 250th anniversary of its settlement. Elaborate plans are being made to commemorate the event in a fitting manner. A Committee of One Hundred, with ex-Governor Franklin Murphy as chairman, has charge of the celebration, which it is planned to advertise extensively. A poster will occupy a prominent part of the advertising scheme, and the design is to be determined by means of a competition, open to all residents of the United States. Special invitation to compete was extended to ten well-known American artists. Prizes amounting to \$1,800 in cash will be awarded.

An important feature of the contest is that all the competing posters will be on exhibition this month in Newark, and a special prize of \$300 will be awarded by a vote of visitors. Moreover, it is probable that the collection will be sent to other cities throughout the country. These exhibitions should tend to increase the interest of the public in posters and enlarge their knowledge of what goes to make good posters.

In Europe even as long as 30 years ago the poster had attained a development that made it worthy of serious consideration as an art study. There were even then traveling exhibitions of posters that were visited by serious-minded persons in much the same manner that they would go to the local art gallery.

In America we have advanced more slowly, although the development of advertising itself has been vastly greater here than in Europe. The time has now come, however, when it may be asserted with a degree of confidence that our posters, many of them, possess a real value apart from that which they have as sales promoters. Of course, every poster is not going to be faultless, from an artist's standpoint, either in the immediate or distant future, any more than each magazine and newspaper advertisement will ever be beyond criticism. But the trend is upward, and this is encouraging.

"Submit us something" is a demand of advertisers upon poster artists that is heard altogether too frequently. Too often the attractive, well-balanced design, in harmonious colors, is given scant attention, while insistence is laid on the reproduction of a barren trade-mark or futile package that have nothing to commend them even from a sales-making standpoint, while as artistic productions they are without hope.

The good posters now on the boards will work upon the minds of the reactionaries, however, and serve to raise the general level of poster quality. The tendency of the best designs seems to be toward strong coloring and simple,

broad treatment of figures and objects.

There is a deeper reason for congratulation upon the development of artistic posters than the satisfaction they will occasion in æsthetic souls—this is the increased selling power that will come as a concomitant.

The acquirement of beauty and harmony is not the chief end to be gained, but rather the means toward a more important end.

Advertising for Public Health

The ethics of the medical profession may properly condemn the use of advertising by individual physicians, but there can hardly be two opinions about it when it comes to maintaining the public health. At the recent convention of the American Public Health Association, at Rochester, Edward A. Moree, assistant secretary of the New York State Charities, declared unequivocally that "printers' ink is saving more lives than any other single agency employed by modern health workers."

Business men are more or less familiar with the use of advertising in certain phases of public health work, such as the anti-tuberculosis campaign, for example. Advertising has frequently been resorted to for the purpose of raising funds for hospitals, and we have noted occasional campaigns on the part of private institutions. One such was described in *PRINTERS' INK* for September 16. But Mr. Moree refers more specifically to the use of advertising by the regularly constituted municipal and State boards of health. He tells the story of one of the most important cities in New York State which endured an increasing epidemic of small-pox for a whole year before the public could be persuaded to take the necessary measures against it. Finally the newly organized Board of Health declared that its policy of dealing with epidemics would include "State-wide publicity." When the people realized that their lax standards would become known throughout the State, it was not difficult to persuade the

city officials to adopt the programme of the health authorities.

In fact, according to Mr. Moree, the standard of public health can be raised and maintained by advertising, just as can the standards of living with respect to food and clothing.

"Public health work," he said, "means effort to change the lives and habits of the people. In this respect the same principles apply as apply to marketing a brand of beans. The bean man must change the lives and customs of the people with relation to his particular brand. We, in public health work, must change the lives and customs of the people with reference to sanitation, fresh air, eating, sleeping and drinking. The bean bakery will spend hundreds of thousands on advertising to put its particular brand of beans in the mouths of a million people. We, as a community, however, hesitate over spending a few thousand dollars to put health into the homes and the minds of all the people.

"We will never reach the goal of ultimate achievement in public health work until we realize that precisely the same principles govern the sale of public health to the community as govern the sale of beans, and garters, crackers and corsets. There is no reason why a community should not advertise its health work and pay for it—advertise as intelligently and pay for it as liberally as a merchandiser."

Official Agricultural Chemists Issue Journal

The Association of Official Agricultural Chemists of which Dr. C. L. Alsberg, Chief of the Bureau of Chemistry, at Washington, is secretary and treasurer, has issued the first number of its journal, to be known as the "Journal of the Association of Official Agricultural Chemists." It is published for the Association by the Williams & Wilkins Company of Baltimore.

Y. M. C. A. Advertising Course in New York

The course of advertising to be conducted this season by the 23d Street Y. M. C. A., New York, will open October 13.

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

Booklets and Catalogs

MANY of America's prominent advertisers and advertising agencies like the George Batten Company, J. Walter Thompson Company, Frank Seaman, Inc., Federal Agency and others, requiring high class booklet and catalogue work use the Charles Francis Press.

CHARLES FRANCIS PRESS
Printers of "PRINTERS' INK"
30 West 13th Street, New York

EDWARD LANGER PRINTING COMPANY

Mail Order Printers

Rotary Equipment of Twelve Up-
To-Date Machines

CATALOGUES OF QUALITY-SERVICE

470 West Broadway { NEW YORK
424 West 33rd Street }

PRINTING THAT SELLS GOODS

We print booklets and catalogues
for particular advertisers because
we know

PRINTING, COPY, ENGRAVING ART
Send for samples and specifications

READ PRINTING COMPANY
HIRAM SHREWOOD, President
106 SEVENTH AVENUE, NEW YORK

COLISH

Specimens of Printing
and Ad Composition
have received the
highest commendation
from the leading
printing publications.

A. COLISH, 106 Seventh Ave.
New York City

Typographic Service

for
Advertising Agencies exclusively

For seven years—since we started in
business—we have served continuous-
ly the largest agency in New York.

C. E. RUCKSTUHL, INC.
27 EAST 31ST STREET, NEW YORK

Color Plate Engraving and Color Printing

We operate the largest establishment east
of Chicago and most modern and complete
in the country. Large edition color
printing is now successfully executed at
much reduced prices, placing high-
grade color illustrations within the reach of
all. Direct by Mail advertising rendered
more efficient by using our service.

Estimates Cheerfully Furnished

ZEESSE-WILKINSON COMPANY
424 - 438 West 33rd Street, New York

**TELL us what you make
or sell and we will
show you successful work
done for your own line of
business.**

THE KALKHOFF COMPANY
216 West 18th Street, New York

How Are You Going to Make Him Order?

If your product has value—if it is some-
thing the public needs—if it will sell readily
to the consumer—if it will make the dealer
a satisfactory profit, the dealer is as anx-
ious to have it as you are to sell it.

Our Direct-By-Mail Advertising Book
"Tapping The Dealer On The Shoulder"
goes into the subject thoroughly.

Sent to manufacturers on request.

The MOORE PRESS, Inc.
30-38 Ferry Street, New York City

Thirteen National Advertisers in a Novel Campaign

A Game of Cards, Primarily for Children, Is Devised as a Means of Getting the Advertised Products Imbedded in Memories of Players—Will Have Wide Distribution

THIRTEEN national advertisers have united in a new sort of publicity that bids fair to get widespread attention—and at very inconsiderable expense to any one of the concerns.

The idea was conceived by William B. Powell, of the Sherwin-Williams Company, who had been casting about for a method of educating children to know advertised products. He wanted to make "Sherwin-Williams" synonymous with "paint" to the children, in the belief that when they grow up they will continue to think of it when in need of paint.

A game was decided upon, as something that has a universal appeal to children. It is based on the principle of the old game of "Authors," which many of PRINTERS' INK's readers will recall, was intended first of all to be a method of getting the players to remember. In the new game, called "Going to Market," there is a pack of 52 cards, composed of 13 sets with four cards to a set. His own company was quickly sold on the idea, so Mr. Powell set out to interest 12 other manufacturers. These are the advertisers that have joined with the Sherwin-Williams Company: Charles B. Knox Co., Knox's Gelatine; Postum Cereal Co.; Kelly-Springfield Tire Co.; Western Electric Co.; Beech-Nut Packing Co.; Pompeian Mfg. Co., Massage Cream; Cleveland Foundry Co., Perfection Stoves; Geo. E. Keith Co., Walk-Over Shoes; Robt. H. Ingersoll & Bro.; Libby, McNeill & Libby; Welch Grape Juice Company, and Willys-Overland Co.

Each set of four cards is numbered and in most cases the company has placed its trade-mark

beneath the number as a further mark of identification. In the center of each card is an illustration appropriate to the product, with name beneath, and on the lower part of the card are given the names of the three cards needed to complete the set. If a player held two Beech-Nut cards, say "Bacon" and "Peanut Butter," he would ask another player, when his turn came, for "Beech-Nut Chewing Gum" or would say, "Give me Beech-Nut Mints."

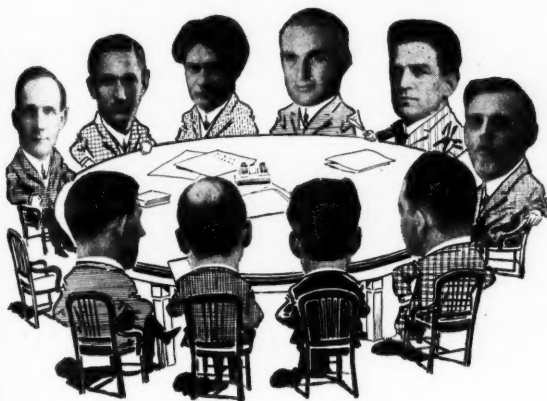
The advertising value in the game comes in giving close attention to manufacturers' products at a time when the players' minds are in a receptive mood, and in having them speak out the names of the products by saying, "Give me so-and-so."

The method of marketing the game is also novel. Several of the co-operating companies are featuring it in their national advertising, stating that a set of the cards will be sent for ten cents. The game is also being distributed through dealers. It will be advertised in the Knox's Gelatine cook-books. The Sherwin-Williams Company has prepared dealer show-cards advertising the new game and the Walk-Over retail stores are selling it. Of course, it will always be sold at the same price by every company, whether through magazine advertisements or over dealers' counters.

Each concern has its own name on the cartons of the cards which it distributes. While each company purchases the cards in such quantity as it can distribute, it gets the combined "circulation" of all thirteen companies. The illustrations on each set of four cards were worked out by the respective advertiser, although all conforming to a standard design to make them appear uniform.

Interest in Agency Wanted

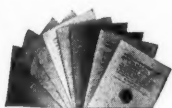
Copy and plan man now earning \$100 per week with large New York agency wants to invest services and small amount of cash for interest in recognized, paying agency. Has a remarkable record of successes back of him. Willing to draw only living expenses. An unusual opportunity brought about by unusual circumstances. Address "S. C." Box 327, care Printers' Ink.



There's a Place for You At This Conference

Take your seat at this conference and make it a power for good in your business.

These men know how to build up profits by strong, convincing sales literature—*they've done it.*



The Men and Their Subjects

1. "How to Compile a Mailing List," H. C. Burdick.
2. "Form Letters," James Wallen.
3. "Follow-Up Letters," Louis Victor Eytine.
4. "Letter Enclosures," Gridley Adams.
5. "Making Collections by Mail," J. T. Wright.
6. "From Inquiries to Sales," Chas. W. Nease.
7. "Organizing and Systematizing an Advertising Department," Wm. H. Ingersoll.
8. "The Organization and Work of a Promoting Department," W. P. Washburn.
9. "How to Plan and Edit a House Organ," Arthur T. Garrett.
10. "Building Export Business by Mail," A. E. Ashburner.

Each has the *Authority of success* in some branch of direct-mail advertising.

One dollar admits you to a full conference, 12 cents will give you the vital facts on any one subject.

No such library of practical, authoritative business gospel was ever offered at such a price. Check the coupon.

The American Multigraph Sales Co.
1820 East 40th St. Cleveland, Ohio

AMERICAN MULTIGRAPH SALES COMPANY
1820 E. 40th St., Cleveland, Ohio

Enclosed find \$.....for which send me the Business Aid Bulletin I have checked.

\$1.00 FOR ENTIRE SET OF 10

If you want a durable binder, add 50c.

1.....2.....3.....4.....5.....6.....7.....8.....9.....10.....
Name
Firm Name
Address

The Little Schoolmaster's Classroom

THESE are the days when gold medals and awards of honor grow thick as blackberries. With a couple of international expositions in full swing, containing exhibits of pretty nearly everything from locomotives to soda-crackers, the output of decorations is pretty comprehensive. The Schoolmaster is brought to special consideration of the subject by a letter from a leading advertising agent, who says: "There are two things which are almost sure to make any company advertise, no matter what the policy has been in the past. The first is the receipt of a medal or diploma at some world's fair. The other is the decision of a lawsuit in the company's favor. To my mind, the two kinds of advertisements resulting from these facts represent what F. P. A. calls 'zero in advertising.'"

* * *

On general principles we shall have to admit that the advertising agent is right—the mere award of a medal *doesn't* mean much to the average consumer at a time when medals are common. But it is quite possible to make it mean something. The Schoolmaster is in receipt of an advance proof of an ad for Black Cat Hosiery (Chicago-Kenosha Hosiery Company, Kenosha, Wis.), which really gets across with a message because it treats the medal proposition from a novel angle. "How You Get a Gold Medal at San Diego," is the headline, and here are a few suggestive paragraphs:

"The most inquisitive group of men who ever got together was that committee on awards. They were supposed to be a jury, but they acted like a prosecuting attorney multiplied by five.

"Looking for merit? Not so that you could notice it. They were looking for faults. They were civil—surely—but you wouldn't say they were exactly gentle about it. They took that

delicate, filmy silk, almost-a-gossamer, pair of ladies' hose and treated it like it was a fire hose. They tried to pull it in two—tried to poke their fingers through it—stretched it sideways, and end for end. They picked at the toe and pried at the heel. All of them did it.

* * *

"But, would you believe it, they were only warming up—getting ready for the grand free-for-all! The gymnastics they went through with—the strangles, half-Nelsons and toe-holds they practiced on the boys' and girls' stockings would have made Gitch grieve. No boy playing marbles on a macadamized road or shining up a telephone pole could have punished a pair of stockings the way those men did. Knives flashed, threads were pulled and examined. One big fellow doubled up his fist and drove it into the stocking from top to toe. They pulled and hauled and jerked and rammed and rubbed. They did everything they could think of and only quit because they were exhausted.

* * *

"The committee sat down. We thought they were through. We found out later that they were just catching their breath. They were planning an attack in mass formation upon the knitting machine that was smoothly clicking up at one end of the exhibit.

"Now the young woman in charge of that machine knows as much about it as anyone living. She can run it in her sleep and turn out perfect work, but she needed a nerve specialist before they got through asking questions. She'd been told they were coming, knew they would ask questions and had a nice little 'spiel' all fixed up.

* * *

"All that pretty spiel was wasted. She never got to use it. The questions they asked were like this:

"When you're working at the factory in Kenosha and want a drink of water, can you go get it?"

"Your foreman's pretty mean sometimes, isn't he?"

"What do you do when a thread breaks?"

"How much could you save out of your wages?"

"Is there much grumbling among the other girls? Are they nice girls?"

"And a lot more like that.

"Then the man in charge of the exhibit got his. He had to

Soon a Boost

Beginning November, **GOOD HEALTH** will be larger. Its pages will be a half inch wider and there will be 16 more of them. The magazine will have a squared back, in every way presenting a more workmanlike appearance.

Editorial plans for the coming year include articles by the greatest health authorities in the country—Dr. Luther Halsey Gulick; Dr. Winfield Scott Hall; Dr. W. H. Riley; Dr. J. T. Case; Dr. Lydia A. De Vilbiss; Dr. Benton A. Colver; Dr. J. N. Hurty; Dr. W. F. Martin; Prof. Irving Fisher, of Yale University; Dr. Maude Kent; Mr. A. E. Hamilton, of the Carnegie Institute; Mrs. E. E. Kellogg; Miss Lenna Frances Cooper, Chief Dietitian of the Battle Creek Sanitarium; Mrs. Cecilia Farwell; Alfred Russell, the outdoor writer, and others equally prominent.

With a rapidly increasing subscription list, an increase in advertising rates will soon be necessary. For the present, orders and contracts for one year will be accepted at rates now in effect. For full information and rate card, address—

J. Dwight Brewer, Advertising Manager, GOOD HEALTH
1810 W. Main Street Battle Creek, Mich.

Announcing

The merging of **FORDFAMILY**, **FORD AGE** AND **CARETTE** in one big publication. Chas. P. Root (former Editor of **Motor Age** and publisher of **Ford Age** and **Carette**) has associated his interests with the largest **Ford Topics** paper published.

The new name of this combined effort will be

NEWSABOUT FORDS

The **FORDFAMILY** was the only publication in this specialized field to secure second class mailing privilege on the strength of its own paid circulation; and the combined circulation of **FORDFAMILY**, **FORD AGE** and **CARETTE** establishes **NEWSABOUT FORDS** as the largest **Ford Topics** Paper in the field.

Our circulation is concentrated in the rich Middle West states and our subscription list bristles with R. F. D. numbers.

Let us tell you more about

NEWSABOUT FORDS

(**FORDFAMILY**, **FORD AGE** and **CARETTE** CONSOLIDATED)

Main Office, Karpen Building, Chicago

P. G. LURIAN **D. M. WILCOX**
883 Colburn Street, Toledo, Ohio Tribune Building, New York, N. Y.
Every time you see a Ford remember **NEWSABOUT FORDS**

"GIBBONS Knows CANADA"

This man has a record of mail order and agricultural successes seldom equalled

He has specialized for 10 years on mail-order and agricultural plans and copy.

In one case his copy increased inquiries 100 per cent. for 30-year advertiser—

In another case, advertiser had to print 25,000 additional catalogs to take care of unexpected inquiries—

In still another case his plans and copy increased on already large advertiser's business 60 per cent in 3 years—

Another concern was enabled to increase their annual appropriation from \$5,000 to \$70,000 in four years after his copy began to appear.

There are any number of cases where his copy, written 3, 4 and 5 years ago, is still running.

Complete details will be sent to any agency or advertiser who has or can create a place for this man. Reasonable salary if future holds promise. Address C. M., Box 322, care Printers' Ink.

To Two High Class SALESMEN

(One in East and One in West)

who have had experience in newspaper premium propositions, is offered a chance to make big commissions. Knowledge of newspaper circulation conditions and methods, as well as ability to interest the biggest newspapers, absolutely essential. Not interested in any but the highest type of salesmen. Address "O. N.," Box 325, care of Printers' Ink.

give a complete written description of the factory. Had to describe everything made in the factory, the general policies and methods, tell about plumbing, heating, ventilation, sanitary conveniences, general welfare of the 1,400 employees, what qualifications were required of them, how quality was kept uniform, what advertising was done to interest the dealer, what was done to help him—and goodness only knows what else."

* * *

The announcement of the award of a gold medal following such an inquisition, really means something. But, of course, this concern is an advertiser anyway, and is quite used to talking to the public. It appreciates the necessity for translating trade terms into popular language, which the non-advertiser seldom does. Once in a while we do see advertisers who can make real capital out of exposition awards, and the same is true of occasional lawsuits. But it takes a skilful admixture of advertising sense to do it.

* * *

To the gentlemen who cheerfully argue that all business relations between the countries now at war will cease for years to come, the Schoolmaster offers in evidence the Ed. Pinaud advertisement re-



FRENCH FIRM CULTIVATES GERMAN GOOD WILL IN WAR TIME

produced herewith. It appeared in *Simplicissimus*, of Munich, less than four months ago. Evidently there is at least one French concern which does not think the war is building a brick wall a mile

high over the whole length of the boundary line.

* * *

The advertising man who keeps his eyes open is likely, every now and again, to stumble onto unsuspected streaks of sales influence which he can turn to profit. It is necessary not only to reach the actual purchasers of the goods, but also those who are able to influence sales, and the field has not been exhausted by any means. Here, for example, is a little incident which Leonard Dreyfus, sales manager of the Newark Sign Company, tells by way of illustration:

"We have just completed an enormous bulletin," he says, "for the Hotel Adelphia, Philadelphia, showing to the Pennsylvania and Hudson & Manhattan Railroads between Newark and New York.

* * *

"Mr. Provan, the vice-president of the Hotel Adelphia Company, came over with Mr. Wieler, of the Bloomingdale-Wieler Advertising Agency, the other day, and we stood out on the back platform of a Pennsylvania train. The brakeman heard us say, 'Hotel Adelphia,' and broke into our conversation and asked us whether we were looking for the Hotel Adelphia sign. We said that we were and he said, 'Say that is one cracker-jack sign. I have been sending people to that hotel since I watched them start to put it up a few weeks ago.' Mr. Provan, of course, was more than interested and questioned the brakeman, with a result that he showed us a little book he carries, advising people where to stop anywhere over his territory. He told us that he had any number of requests in the course of a day from people who did not know where to go when they arrived at their destination and that since the big sign had started to go up he had been sending people to the Hotel Adelphia. Of course, Mr. Provan wanted to know immediately how he could get in touch with all of the brakemen on the Pennsylvania, so that he could give them the message of the Hotel Adelphia, and our

PROSPERITY Returned to Pittsburgh

FALL LISTS
Should Include

Gazette Times

Morning and Sunday—

Chronicle Telegraph

Evening except Sunday

They are the TWO BIG NEWSPAPERS in a metropolitan district of 1,117,115 people.

FLAT

COMBINATION RATE 22½¢ PER AGATE LINE

For further information and co-operation write

URBAN E. DICE,
Foreign Advertising Manager
PITTSBURGH, PENNSYLVANIA.

J. C. WILBERDING

225 Fifth Ave. New York City

The J. M. BRANHAM COMPANY

Mallers' Building Chicago

Chemical Building St. Louis

Italians have deposited in the New York Postal Savings Banks \$2,553,067, while American born have to their credit but \$81,996,564. These are the figures of the Post Office Department and are authentic. Advertisers using newspaper space can easily understand why

IL PROGRESSO ITALO-AMERICANO

(MORNING AND EVENING)

deserves the same recognition if not more than that given its English contemporaries.

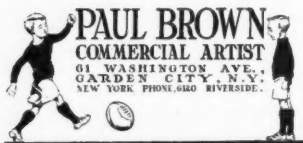
42 ELM ST., NEW YORK CITY

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.



FIFTY DOLLARS will be paid by Charles Hopkins, Director Punch & Judy Theatre, New York, for the most original and artistic poster of "Treasure Island"—sketch to be submitted not later than October 10.

TRAINED to be a BIG BUSY EXECUTIVE'S Assistant

By fifteen years of intensive business experience involving manufacturing details, accounting, correspondence, selling and advertising. Seven years of this experience in an executive capacity.

All built on a broad education, capacity for hard work, strong moral fibre, youth and enthusiasm.

To such business executive requiring the assistance of a high calibre man and offering an opportunity to grow and a man's salary, I can furnish convincing testimony of my ability to serve him well.

An interview is solicited by "R. T.,
Box 324, c/o Printers' Ink.



Circulation With Dealer Influence

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C. Birmingham, Ala.
Memphis, Tenn. Dallas, Tex.

friend gave him the information. "It occurred to me afterward that time and again in my travel across the country I have advised with the train conductor or brakeman as to where to stop in a certain town, and I presume that they must have hundreds of requests like these in the course of a month."

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., required by the Act of August 24, 1912, of **PRINTERS' INK**, 12 West 31st Street, published weekly at New York, N. Y., for October 1, 1915.

Editor, John Irving Romer, 12 West 31st St., New York. Managing Editor, Lynn G. Wright, 12 West 31st St., New York. General Manager, J. M. Hopkins, 12 West 31st St., New York. Publisher, Printers' Ink Publishing Company, 12 West 31st St., New York.

Owners (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock): Printers' Ink Publishing Company, 12 West 31st St., New York. Stockholders: Printers' Ink Publishing Company, 12 West 31st Street; John Irving Romer, 12 West 31st St., New York; Richard W. Lawrence, 12 West 31st St., New York; J. M. Hopkins, 12 West 31st St., New York.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: Mrs. Geo. P. Rowell, 10 Spruce St., New York.

JOHN IRVING ROMER,
Editor.

Sworn to and subscribed before me this 1st day of October, 1915.

CHARLES C. LINK,
Notary Public.

[SEAL.]

My commission expires March 30, 1917.

Printing Buyer and Advertising Man

one with ideas, creative ability and practical knowledge of values, as applied to art printing and engraving—A man who can "inject life" into your catalog, house-organ and follow-up. I can increase their efficiency without advancing present cost. Will you grant me an audience?

Address, "A. M." Box 326, Printers' Ink

Premium Specialties

International Premium Headquarters. Our biggest success, the No. 7 Dandy needle book, 20c in gross lots, sample sent postpaid 25c

S. BLAKE WILLSDEN
Heyworth Bldg. Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING WRITERS

I have been called "the best writer of epigrammatic advertising in the business." You can employ my specialized ability at the rates of your regular staff. Copy, research and campaigns. A trial is proof. Box 610, c/o P. I.

Your Advertising Letters, folders, circulars and booklets have the so much talked about but seldom seen "punch that gets BUSINESS," writes one of my many satisfied clients. Let me put business-getting FORCE into your advertising matter. Advice and suggestions FREE. AD-MAN, 5644 Prairie Ave., Chicago, Ill.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service 131 East 23rd St. New York



BUSINESS OPPORTUNITIES

PARTNER WANTED—CONVINCE ME THAT YOU ARE CAPABLE of marketing an art process (superior to burnt woodwork) and I will make you my partner for a very small investment. The organization is complete with literature and plenty of stock. Merely follow-up is now required. Address Box 698, care of Printers' Ink.

Write or wire to-day for particulars on exclusive State rights for the Slide-O-Graph. A motor-driven advertising slide projection machine. Requires no operator. Installed in show windows, theatres, etc. Each machine installed nets from \$50 to \$80 per month. Install from 15 to 40 in a State. All year 'round profits. State rights sold on easy terms. Paul J. Scheller, Evansville, Ind.

FOR SALE

FOR SALE—At an exceptional bargain, slightly used high speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Bridgeport, Conn.

FOR SALE—Large number of fonts of modern display type, enough body type for a country newspaper, cases, racks, galleys and much other material pertaining to a modern print shop. This plant was installed to do private work and was but little used. By reason of change of business it is offered for sale for want of use. Address TRAEGER, BETHLEHEM, PA.

FEMALE HELP WANTED

BILL CLERK for Advertising Agency

Applicant must have had advertising agency experience and know the peculiarities of this business. No other applications considered. Reliable, accurate, responsible bill clerk wanted by big agency. State experience, references, and salary desired. Box 695, c/o Printers' Ink, 12 West 31st Street, New York.

HELP WANTED

YOUNG MAN OR WOMAN who can sell classified advertising by correspondence. Excellent opportunity for capable worker. Address Box 692, care of Printers' Ink.

A young, progressive advertising agency with recognition and highest credit has room for a young man of energy and ability who can bring at least one good advertising account with him. Box 696, c/o Printers' Ink.

WANTED—An experienced, successful salesman for Direct Advertising Service. Must know good copy, printing, layouts, and be capable of directing Advertising Campaigns. State experience, present and previous connections. Unusual opportunity for a competent man. Address "Greater Boston," c/o P. I., N. Y. C.

POSITION WANTED

Advertising man with experience as copy-writer, layout man, executive, and outdoor representative desires inside post, in advertising department or agency. Moderate salary. Philadelphia preferred. Box 701, c/o P. I.

Advertising solicitor and executive of wide experience, favorably acquainted throughout eastern territory, now engaged, seeks broader opportunity on general or class publication; highest credentials; correspondence strictly confidential. Box 699, c/o P. I.

REPRESENTATIVE

Wants to secure eastern agency for western class magazines. Commission basis. In twelve months placed western magazine with no eastern advertising in front of all competitors. Box 694, P. I.

LADY ADVERTISING SPECIALIST WITH PATENT MEDICINE EXPERIENCE

Wants position in any city. Capable Advertising and Sales Manager, Copy-writer and Space Buyer. A-1 Credentials. No position as assistant accepted. State offer fully. Box 671,, c/o P. I.

All round man with magazine and daily paper training desires position in business department where his experience can be of advantage. Systematic in detail; thorough knowledge of printing and make-up. Highest credentials. Address Box 700, care of P. I.

ADV. MANAGER

is open for connection offering greater opportunities to "do things." Years of successful experience in all branches of advertising and publicity, including sales and advertising plans, direct-by-mail and follow-up campaign, copy writing, editing house organs, purchasing, etc. Am 28, married and prefer to locate in small city or town. Address A. D. V., Box 697, c/o Printers' Ink.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

Monthly farm paper, 100,000 circulation, located Middle West. Price \$25,000. Good opportunity. Harris-Dibble Company, 171 Madison Ave., New York.

BIG PUBLISHING OPPORTUNITY—An interest (\$40,000 to \$60,000, reasonable terms) in long-established industrial weekly. Seven (7) per cent and better on investment and handsome salary for right man. Address MIDDLE WEST, Box 672, care of Printers' Ink, New York.

FOR SALE—One of the best paying and greatest newspaper properties in a city of 35,000 population published anywhere in the United States. Can be purchased at a reasonable figure because of the death of the owner and editor. Unless you have at least \$30,000 cash as first payment it would be a waste of time to answer this ad. Box 693, c/o P. I.

STANDARD BOOKLETS

Specialists in writing, designing and printing Booklets by standard, cost-cutting methods originated by us. Many styles 3½ x 6 in. 8, 16 and 32 pages, attractive covers. 1,000, 8 pages and cover, for \$17.75; 5,000 for \$42.75. Samples, if requested on your letter head. The Dando Company, 26-32 S. 3rd Street, Philadelphia.

Trials and Tribulations of a Circulation Manager—

"I've Moved, Mister"

The telepathic waves don't always work, Bill, so when you next move, and you want to change your P. I. address, give the old stand too, don't you know,—you never can tell how it will help.

Circulation Department
PRINTERS' INK

ADVERTISING MEDIUMS

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Peoria, Ill., Evening Star, Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye, Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,591; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial, Average for 1914, daily 11,753.

Portland, Me., Evening Express, Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company, Average 1914, Sunday 61,947; daily, 80,176. For Sept., 1915, 72,314 daily; 66,575 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Salem, Mass., Evening News, Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec. '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly, Average first 3 months 1915, 124,666.

Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and North'n Iowa. The most prosperous section of the United States. Rate 50 cents a line based on 115,000 circulation. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher, Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower, Actual average for 1914, 128,373.

Camden, N. J., Daily Courier, Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily, A. M. Liets, Actual average for 1914, 23,017.

Cleveland, O., Plain Dealer, Est. 1841, Actual av. for 1914, dy. 124,913; Sun., 155,342. For Sept., 1915, 134,952 daily; Sun., 164,749.

Erie, Pa., Times, dy. Aver. circulation '14, 23,270; 27,731 av., August, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

West Chester, Pa., Local News, dy., W. H. Hodgson, Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Wilkes-Barre, Pa., Times-Leader, eve. ex. Sum. A.R.C. audit to March 31, 1915, 19,130.

York, Pa., Dispatch and Daily, Average for 1914, 20,322. Covers its territory.

Providence, R. I., Daily Journal, Av. net paid for 1914, 20,653. (©) Sun., 33,018. (©) The Evening Bulletin, 48,772 ave. net paid for '14.

Seattle, Wash., The Seattle Times (©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,858; Sunday, 90,368.

Janesville, Wis., Gazette, Daily average, 1914, 7,129. April, 1915, average, 7,579.

Bakers' Helper (©) Chicago, Only "Gold Mark" journal for bakers. Oldest, best known.

Worcester, Mass., L'Opinion Publique, (©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©) DISPATCH (©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

WANT-AD MEDIUMS

New Haven, Conn., Register, Leading want-ad. med. of State. 10c a word. Av. '14, 19,414.

The Portland, Me., Even'g Express and Sun. Telegraph carry more want ads than all other Portland papers combined. 1c a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1914, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Even'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

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Government Statement

Below appear the statements of net paid circulation, as rendered under oath by *The Chicago Tribune* to the United States Government, from the enactment of the postal law requiring them to the present time:

| Period Covered | DAILY (Excl. of Sunday) | SUNDAY (Only) |
|---------------------------------------|----------------------------|------------------|
| Six months ending Sept. 30, 1912 - | 220,500 | 304,325 |
| Six months ending Mar. 31, 1913 - | 245,449 | 363,119 |
| Six months ending Sept. 30, 1913 - | 253,212 | 366,918 |
| Six months ending Mar. 31, 1914 - | 261,278 | 406,556 |
| Six months ending Sept. 30, 1914 - | 303,316 | 459,728 |
| Six months ending Mar. 31, 1915 - | 326,897 | 534,848 |
| Six months ending Sept. 30, 1915 - | 354,520 | 558,396 |

The growth of advertising in *The Chicago Tribune* has kept pace with its increase in circulation. Here are the official records of advertising carried by the morning newspapers of Chicago for September, 1915.

| | SEPT, 1915 Columns | GAIN Columns | LOSS Columns |
|--------------------------------------|-----------------------|-----------------|-----------------|
| The Chicago Tribune | 3852.55 | 503.27 | |
| The other morning papers COMBINED | 3407.44 | | 124.35 |
| Tribune's excess - | 445.11 | | |

The Chicago Tribune

The World's Greatest Newspaper

(Trade-mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City